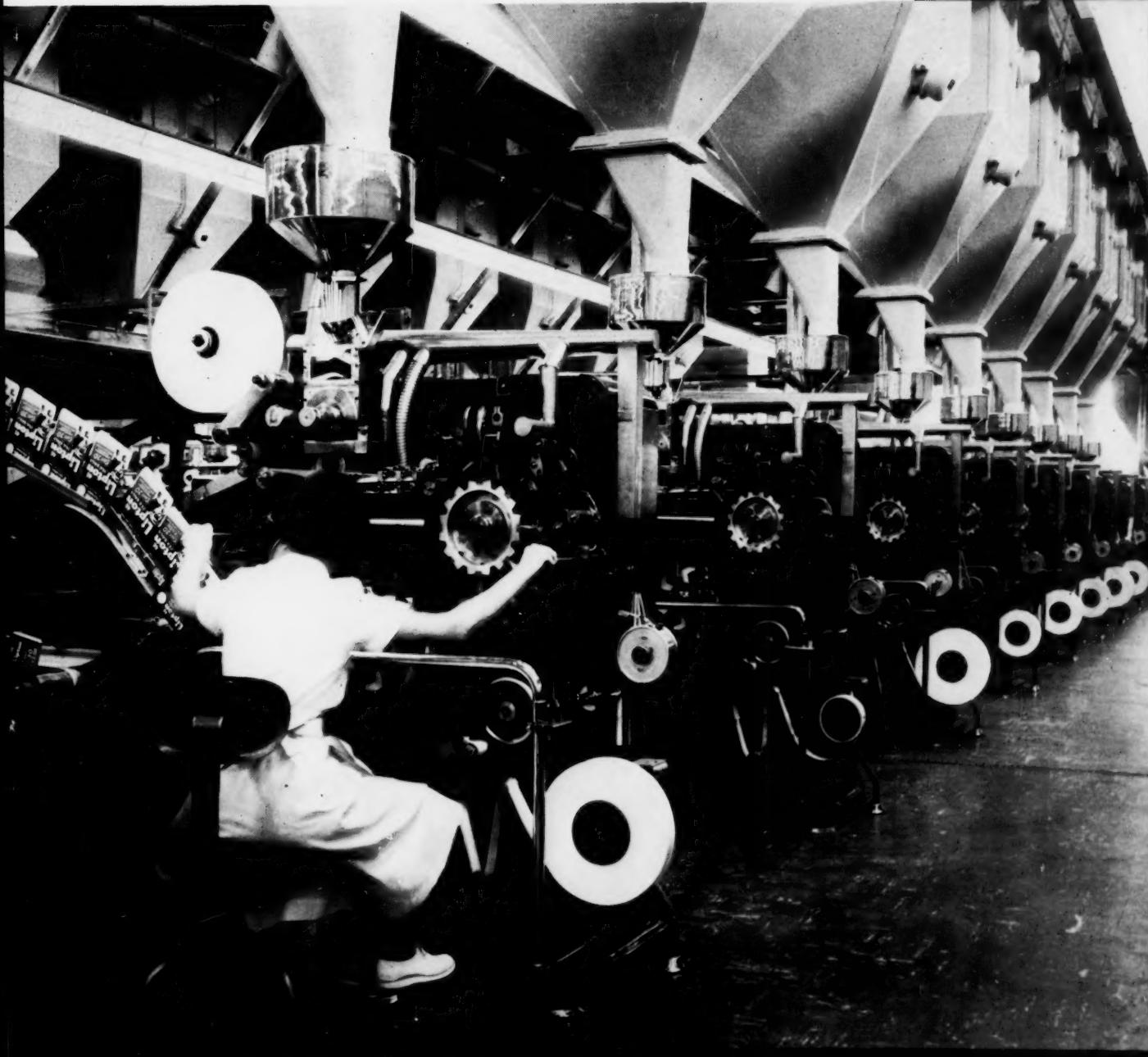


COFFEE AND TEA INDUSTRIES

AND THE FLAVOR FIELD

JUNE
1960

FORMERLY THE SPICE MILL • 83RD. YEAR



C. E. BICKFORD
NEW YORK, 120 WALL STREET

AND **CO.**
SINCE 1886

COFFEE BROKERS and AGENTS
427 GRAVIER STREET, NEW ORLEANS

Why are we spending one million dollars to advertise Colombian coffee? Why are you seeing one ad after another featuring Juan Valdez? What can this program do for roasters?

It is no secret to you that Colombian coffee is essential to good coffee blends.

This is the story we are telling consumers. We are educating them about quality coffee brands. Because there is no better time to stress better coffee than right now.

A good part of the public has the means and motivation to buy quality products.

Many retailers are suffering from drastic price cutting. They welcome a chance for good markup on quality products.

And roasters who have plowed huge sums into good coffee brand names are certainly anxious to protect them.

How can they be protected? Must they be sacrificed as loss leaders?

Doesn't it make more sense to take advantage of the ready-made quality story of Colombian coffee?

To mention Colombian coffee in your ads? On cans? And to customers?



A Coffee Buyer's Guarantee For Unequalled Dependability and Service

J. ARON

and Company Inc., coffee importers

NEW YORK
79 Pine Street

NEW ORLEANS
336 Magazine Street

CHICAGO
767 N. Milwaukee Ave.

Representatives in: SANTOS, RIO de JANEIRO, PARANAGUA and principal coffee
producing countries throughout the world.

D.SARAIVA

PREFER • IMPORT • BUY • DRINK

PORTUGUESE COFFEE

ANGOLA

CABO VERDE
S. TOMÉ
TIMOR



JUNTA DE EXPORTAÇÃO DO CAFÉ — RUA AUGUSTA, 27 — LISBOA — PORTUGAL

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VOL. 83, NO. 6

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STAFF:

Publisher, E. F. Simmons; Executive Editor, John J. Decker; Advertising Manager, Frank Biancamano; Business Manager, E. Redmond; Circulation Manager, E. Delgado.

AREA REPRESENTATIVES:

New Orleans — W. McKennon, 731 Dumaine St.; West Coast — Warren Kludt, 301 Second St., San Francisco 7; Midwest — Robert J. Scott, 5403 Berenice Ave., Chicago 41; Mexico City — Douglas Grahame, Apartado 269; Rio de Janeiro — A. Sampaio Filho, Rua Quitandinha 191; Santos — Tullio Cafunda, Praça Mauá, 20-s/217.

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"THE PIONEER PUBLICATION IN THE COFFEE, TEA AND SPICE FIELD"

JUNE, 1960



83rd Year

T. M. Reg.

Single urns with
3 or 5 gal. capacity
start at \$225.

CECILWARE



NOW—

BREW BETTER COFFEE
the way the
COFFEE BREWING INSTITUTE does!



Twin urns with 6 or 10 gal.
capacity start at \$425.

CECILWARE

coffee URNS
Series '61 FEATURING THE GRIDDED RISER



Each month, experts from the Coffee Brewing Institute give brewing demonstrations before thousands. And the urn method they recommend uses the Gridded Riser. It creates a flat, level coffee bed which forces all the water to filter faster for correct extraction.

Write for our
new catalog
Number 24

CECILWARE - COMMODORE
199 Lafayette St., New York 12, N. Y.

3

THERE'LL NEVER BE AN ENCORE!



That's for sure! There are no encores for packages that look like a "big deal" but lack the quantity expected. And for tea there'll be encores only when the consumer's measure of quantity per tea bag is met through prompt fullness of flavor and color.

Our tea bag paper is designed to promptly provide full measure—all that the tea within the bag is able to produce.

Ask Aldine...

ALDINE PAPER COMPANY, INC.

Distributor

535 FIFTH AVE., N.Y. 17, NEW YORK



C. H. DEXTER & SONS, INC.

Manufacturer

WINDSOR LOCKS, CONN.

COFFEE & TEA INDUSTRIES and The Flavor Field

"Grass Roots Cooperation"

The recent meeting of the Pacific Coast Coffee Association points up quite conclusively that there is nothing quite so successful as a group which pulls together in its own interests. PCCA has been doing just that for a good many years now. In the process they have come up with a great deal in the way of solid achievement. There is no reason to suspect that such cooperation will not result in similar ground gained in the months and years ahead.

The point we are trying to make is that there is a lot which could be accomplished through "grass roots cooperation." One particular area which could be important is in relation to the summer sales slump which seems to be traditional, or at least tacitly accepted, by the greater part of the coffee industry. But why should these summer dog days be an annual occurrence for the coffee trade?

Let's take a quick look around us at other manufacturers in other industries. The producer of electric blankets finds his sales ebb extending from late March through early Fall. Factories producing lawn mowers or air conditioners expect the market for their products to be active for an even more restricted period of time, perhaps three months. Seasonal sales drop of this type mean that weather conditions simply do not lend themselves to sales of the product offered. But bear in mind that none of the examples mentioned is a food item.

Coffee does have that advantage. It is in

demand, in greater or smaller proportion, the year around. Is the smaller summer proportion, then, perhaps the lack of cooperative effort at a time when it is most needed? Is a greater degree of "grass roots cooperation" necessary?

This summer's iced coffee campaign by the PACB has been widely publicized as one of the most extensive to have yet been placed before the American consumer. The message which it will carry is expected to reach millions of consumers through such national media as Life, Look, and The Saturday Evening Post. But the program is not engineered to stop there. Newspaper mats, point-of-purchase material, and similar promotional pieces are available. It is to your advantage to use them in your own community to back up the national advertising of the Bureau. A great deal of lip service has been tendered to the backing up of this annual "iced coffee" campaign. Less noticeable has been a concerted effort on the part of localized coffee-men.

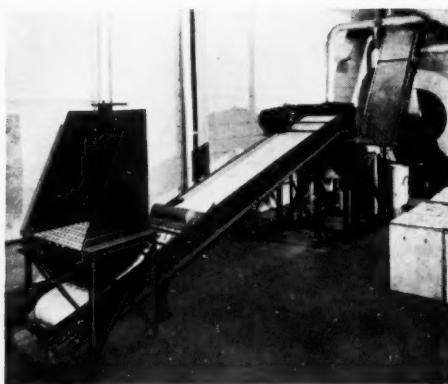
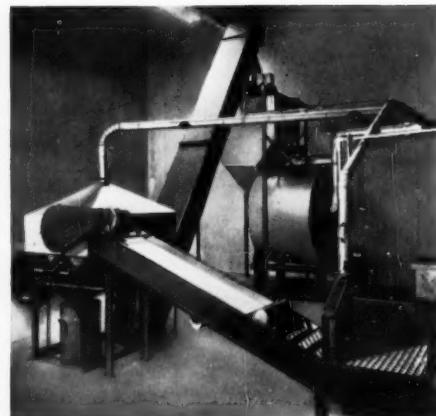
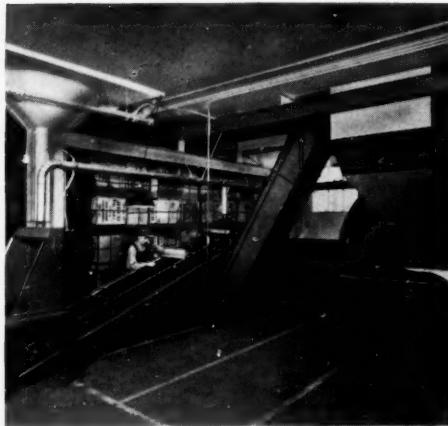
It is apparent that the time is ripe for a greater degree of "grass roots cooperation."

Only when you get the real people of the industry together—the people who have a vital stake in this business—do things begin to happen. Putting your weight behind the Bureau in this campaign represents the most effective method at hand to put across the idea of summer coffee consumption.

That, quite simply stated, is what we're all interested in.

**NOW
MORE
THAN EVER**

*Your Tea
Operations Need
Efficient Burns
Equipment*



MEET THE MARKET

by preparing for greater, more efficient production now. Burns know-how can help you.

CUT EXPENSIVE OVERHEAD

due to out-dated equipment, wasted space and unnecessarily high labor costs. Burns has the answers to most of these problems.

IMPROVE QUALITY

by installing a modern Burns tea plant engineered to your production and building requirements.

START TODAY

by calling in Jabez Burns. Get the facts. Discover how you can save money and improve your product with an up-to-date Burns-engineered tea blending plant.

JABEZ **BURNS** AND SONS, INC.
IN CHICAGO NEW YORK CHICAGO
B. F. Gump Co. DALLAS SAN FRANCISCO
1325 S. Cicero Avenue
Chicago 50, Illinois

600 WEST 43rd STREET • NEW YORK 36, N.Y.

IN SAN FRANCISCO
Tempo-Vane Mfg. Co.
330 First Street
San Francisco 5, Cal.

● PREMIUMS

Premiums, a long time asset to the trade, have a new promotional medium. It's called . . .

outsert advertising

Advertising use of packages, which has become so important with the growth of self-service retailing, characteristically lacks flexibility in some fields. Many coffee and tea processors face this limitation.

Shortage of package space, plus the cost of changes in the package copy or artwork, restrict promotional use of the outsides of many types of containers. Now, since the Food Additives Amendment became effective in March, processors have been robbed of the use of the *inside* of the container for printed advertising inserts.

Salvaging this package ad medium is not just a matter of sanitary handling, or changing paper or ink. This is made clear by the National Printing Ink Research Institute, which has issued reports stating that "no (ink) manufacturer can guarantee that his inks for packages comply to the letter of existing regulations" . . . and "printing simply should not come into direct contact with foodstuffs."

What can be done to make packaging sell better—at point of sale *and* at point of use—without either incurring prohibitive cost or running afoul of the stiff new law? *Coffee and Tea Industries* has looked into one medium which is getting increased interest among processors—the Outsert folder. This, as the name implies, is the equivalent of an "outside insert"—a small sealed folder affixed to the top or side of a container to carry an advertising message.

An Outsert folder may contain from three to nine leaves—or six to eighteen pages—printed in one to four colors. Sizes vary from about an inch square to more than four inches folded, and they are sometimes die-cut to round or irregular shapes.

Users of Outsert folders apply them to many promotional or educational tasks. Principal uses are for communicating product information, such as brewing instructions; special-price offers; recipes; cross-advertising of related products; and promotion of premium offers and contests. Costs naturally depend on size, number of colors, paper and quantities. In fairly substantial runs, a rectangular Outsert folder of four leaves, about $2\frac{1}{2} \times 2\frac{1}{4}$ inches, can be produced in two colors for $\frac{1}{4}$ cent or so each, folded and sealed with a spot of adhesive. Two types of machines are available for production-line application of the folders to packages.

How effective are Outsert folders as advertising? Standards of measurement vary, but here are some advantages stressed by experienced users:

1) You get 100 percent circulation of your ad—no waste. Every Outsert folder reaches an old or new user of your product.

2) Point-of-sale impact: Outserts are often designed specifically to attract attention on the shelf, and perhaps

(Continued on page 10)

GENUINE FULL WEIGHT

Gifts

WINDSOR MANOR PATTERN SHOWN

LIVE LIKE A MILLIONAIRE!

The Ehlers plan now makes it possible for you to acquire the precious sterling silver you have always wanted, easily and inexpensively. The exquisite Windsor Manor pattern is "open stock," which means it will be obtainable for a lifetime. "Starters" place settings make impressive and beautiful gifts that cannot be forgotten. The sets are gradually completed . . . and, of course, you will become better acquainted with the unrivaled taste, full flavor of Ehlers Grade "A" Coffee.

THESE LOW PRICES ARE POSSIBLE ONLY BECAUSE OF EHLERS PURCHASE PLAN FOR REGULAR EHLERS GRADE "A" COFFEE USERS.

UNIT NO.	ITEM	USUAL RETAIL PRICE	YOUR EHLERS PRICE	LABELS OR OPENING STAMPS NEEDED
Place setting pieces:				
1	Teaspoon	\$3.75	\$2.00	1
2	Salad Fork	5.25	2.50	3
3	Fork	6.00	3.00	3
4	Knife	5.50	2.75	3
	Price of 4 above pieces (ordered separately)	20.25	10.25	10
5	For all 4 above pieces (ordered together)	20.25	9.75	5
6	Soup Spoon	5.00	2.50	3
7	Spreader (Individual)	4.25	2.10	2
8	Dessert Spoon	6.50	3.00	3
9	Oyster Fork	3.50	1.75	2
10	Iced Tea Spoon	5.00	2.50	3
11	Demi-Tasse Spoon	2.25	1.25	2
12	Butter Knife	7.00	3.50	3
13	Sugar Spoon	5.75	2.75	3
14	Gravy Ladle	11.75	5.50	3
15	Pie Server	9.00	4.50	3
16	Cold Meat Fork	11.50	5.50	3
17	Serving Spoon	10.00	4.75	3
18	Mahogany Chest	10.00	6.00	5

WHAT DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?

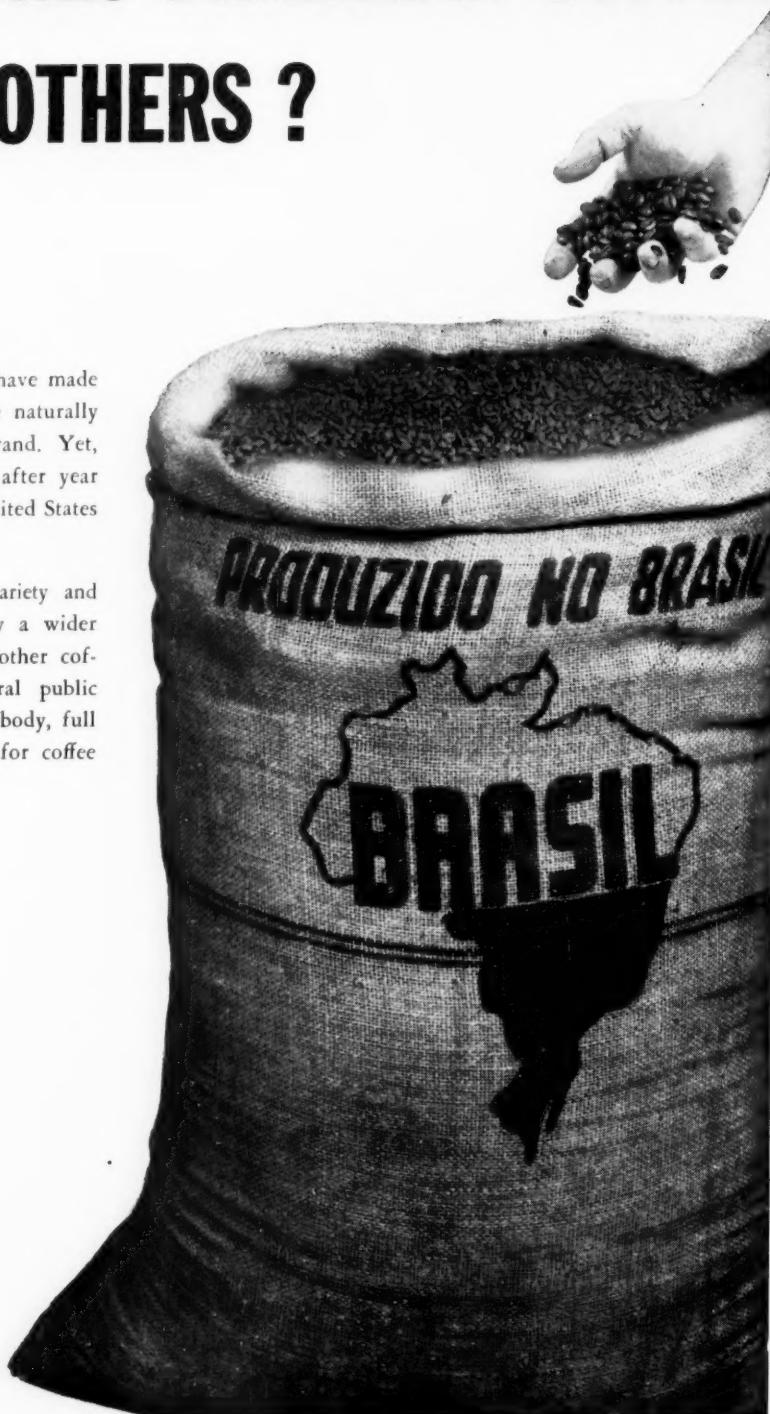
BRAZILS
ARE
PREFERRED

The millions of U. S. citizens who have made coffee the nation's favorite beverage naturally do not all like the same blend or brand. Yet, one country, Brazil, continues year after year to export more of its coffee to the United States than any other country.

A basic reason is the unequalled variety and quality of the Brazils. They satisfy a wider range of consumer tastes than any other coffee. Coffee experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U. S. taste for coffee has been built on Brazils.

PROMOTE
BETTER
BREWING

*Join the industry-wide
campaign for
heartier coffee*





**BRAZILS
ARE
PREFERRED**

THE BRAZILIAN COFFEE INSTITUTE

JUNE, 1960

120 WALL STREET, NEW YORK 5, N. Y.

outsert advertising

(Continued from page 7)

to follow through a theme used in other media. Their value in snaring the impulse buyer is basic.

3) Point-of-use advertising: You have a completely captive, and exclusive, audience in the customer who buys the product carrying an Outsert message. You tell her when it means most—when she is *using* your product.

4) Response: In direct-response offers of premiums, recipe booklets and the like, manufacturers in the food field have pulled returns ranging from 2 to 10 percent of the total distribution of the Outsert-labeled product.

The principal supplier of these folders—and originator of the medium—is Outserts Inc., a division of Eureka Specialty Printing Co., Scranton, Pa. This firm also provides the machines needed for application of the folders, plus essential engineering help to avoid serious disruption of production lines, according to sales manager Louis H. Healy Jr.

A processor wishing to use Outserts as a package advertising medium should study them in terms of his own needs, and set up a program most carefully, as with any type of advertising. To use Outserts profitably, you must use them right. Here, to help you, is a checklist of ten points to remember:

1) The Outsert folder is meant to supplement your copy in other media—or to stand alone for a very special purpose. But it is *not* a substitute for other forms of advertising.

2) If you're making a premium offer, use the Outsert folder to promote it strongly—and to carry an order form if desired. But use a part of the packaging as proof of purchase to accompany the premium request. If the folder itself is the only proof asked, you may encourage troublesome pilferage of the folders. Normally, pilferage and accidental loss or damage, combined, will not exceed 1 percent, or 2 percent at the very most. But if you put intrinsic value into the Outsert folder, it's an invitation to pilfer.

3) Don't be bound by unnecessary precedents or conventions in the size or shape of your Outsert, or in the number of pages. A competent supplier can produce

a folder for you to fit almost any situation, consistent with your package form and size, within a broad range of limits. Outsert folders don't have to be square, or even rectangular. They don't have to be entirely flat—one leaf might project over the side of the package as a flag, for example.

4) As a general rule, keep the copy and artwork on the outer page as simple and poster-like as possible. This is the part that has to catch the consumer on the run; inside, make it as simple or as complex as will suit your purpose.

5) With as many as 18 individual pages of copy, remember that you are not necessarily limited to a single theme. You might, for example, devote the major portion of the Outsert folder to a premium offer for a coffee product—but reserve a few pages for some other appeal, perhaps a special message on proper brewing.

6) Don't feel you must use the same material forever. If you adopt a long-range Outsert program, change copy and art as frequently as new appeals will fit in with your marketing needs. After you pass a reasonable quantity level, it will cost relatively little extra to make another run of a different ad—and may pay large dividends in appropriate use of this medium.

7) Remember that Outserts may be applied to many types of packages—cartons, tins, coffee cans, jars, and so on. Containers with some depression in the top are especially easy to handle, but this feature is certainly not essential. A specialist can engineer Outsert application to almost any kind of container.

8) Bear in mind that, to avoid slowdown in production, suitable applicators are available to handle every production situation. Outserts Inc., with more than 25 years' experience in this field, has developed two machines for this purpose, to fit different production rates and line conditions. An automatic wax-dropper puts adhesive wax onto containers while one or more operators downstream drop the Outsert folders into place; this can handle 60 packages a minute or more with one operator, up to 100 with two. The fully-automatic applicator puts Outserts onto your packages at speeds up to 300 a minute when properly integrated into your production pattern. Both machines are relatively low in cost, and engineering assistance is provided by the supplier to make them work most effectively without undue disruption.

9) Be precise in preparation of artwork and copy for the Outsert folder. The printer should provide special templates or layout guides which show the exact placement of all materials. This is an important factor, for the method of folding these leaflets causes a slight difference in width from leaf to leaf.

10) Don't go for more color and fancy artwork than you need to do an effective job—but don't skimp unnecessarily, either. Have your advertising department or the printer analyze the needs and prescribe just the right handling for your purpose. Perhaps you need four colors on one side, only two on the other. Maybe the outside can be presented well in two colors, and one will do for the reverse. But base this decision on *need*, not on economy. Extra colors do cost some money—but not enough more to risk weakening the overall effect.

Outserts may or may not offer an answer to your present packaging and advertising problems. But, in any case, they are an increasingly important advertising medium which those responsible for marketing coffee and tea products should understand.



Automatic wax dropper shown applies hot wax to container. Operator places outserts on adhesive at rate of 60 per-minute. Fully automatic units are also available for more extensive applications.

**TODAY,
SUPERMARKETS
WANT TO ELIMINATE
GRINDER DELAY...**

MOVE BAGGED COFFEE

FASTER



**Meet the demand with pre-ground coffee
in extra protective "K" *cellophane-lined bags**

Why you will sell supermarkets more bagged pre-ground coffee. Because pre-ground coffee ends customer delay, spillage and waste. It ends pilferage from unsealed bags and provides selling space instead of grinder space. This means supermarkets sell more coffee faster, make more profit when they sell bagged pre-ground coffee. This means they'll want to stock more of your coffee.

Why "K" cellophane-lined bags? Because new "K" cellophane gives coffee extra protection . . . locks in the just-ground freshness and flavor people want. "K" cellophane is tough. Tests

prove it can take rough shipping and handling. Yet, with all their advantages, coffee bags with new "K" cellophane liners are economical.

So profit from the supermarket trend to pre-ground bagged coffee by using "K" cellophane-lined bags. See your bag supplier or, for more facts, fill out the coupon below and mail it today.



YOURS FREE!
**4-Page Booklet, "A New
Bag Liner for Coffee"**

E. I. du Pont de Nemours & Co., (Inc.)
Converter Sales, Film Department
Nemours Building
Wilmington 98, Delaware

Please send me my free copy of DuPont's booklet, "A New Bag Liner for Coffee."

Name _____

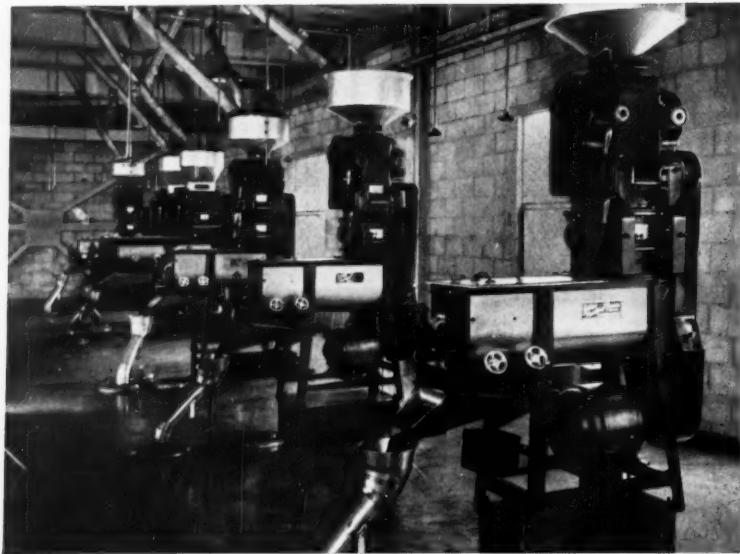
Firm _____

Street _____

City _____

State _____

Gump Coffee Granulizers



the repeated choice of exacting coffee roasters

Since buying their first Gump Coffee Granulizer in 1933, this leading coffee company has purchased more than 30 Granulizers for their home, branch and subsidiary plants. Some of the units have been traded in for larger models as their business grew over the years. Today, almost all in service have been converted to Style E models.

Coffee companies wanting to attain *and maintain* continuous grinding department efficiency find this the wisest policy. They choose Gump Granulizers exclusively, to produce cool, clean-cut, consistently uniform grinds in the range of sizes and at the capacity they require. And then take advantage of the unusual economy of the Gump Exchange Head Plan, to keep their Granulizers in first class grinding condition and continually modernized to late style models.

Write for details and quotations on Gump Coffee Granulizers and current model, Style E Granulizer Exchange Heads, without obligation.



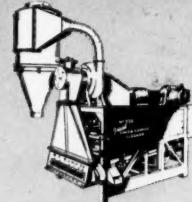
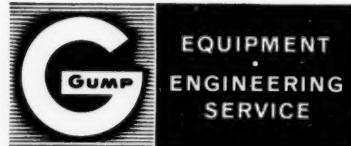
B. F. GUMP Co.

Engineers and Manufacturers of Coffee Plant Equipment

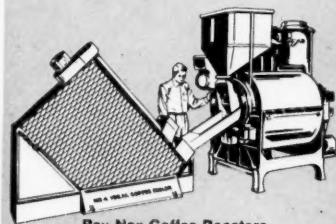
1312 South Cicero Avenue, Chicago 50, Illinois

SALES
AND
SERVICE

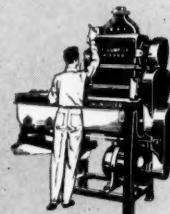
New York 36—JABEZ BURNS AND SONS, INC.—600 W. 43rd St.
San Francisco 5—TEMPO-VANE MFG. CO.—330 First Street
Dallas 2—J. B. WILLIAMS—1026 Young Street



Ideal Green Coffee Cleaners



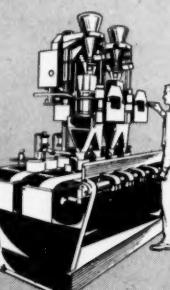
Ray-Nox Coffee Roasters
and Ideal Coolers



Gump Coffee Granulizers



Bar-Nun Weighers and Bag Feeders



Bar-Nun Can or Jar Lines

Write for literature on
Gump Coffee Plant Equipment

● SURVEY PROCEDURE



Taste satisfaction is important to product sales.

In this article, Coffee and Tea Industries outlines successful methods for conducting . . .

taste preference survey techniques

The need to conduct consumer taste tests of new or reformulated instant coffee brands can be appreciated if one considers the investment necessary to launch such an endeavor. Costs involved include those from certain types of crew operations, display allowances, consumer price inducements, advertising exposure, possible returns, inventory investment, etc. It is safe to say that the minor cost incurrence of a consumer taste preference survey is a small price to pay as insurance against risking large sums on a brand change or introduction that has yet to be proven at the retail level.

How large such a consumer taste preference survey should be depends upon what is at stake for the brand in question. When a change in the source of supply is being considered a small sample of about 200 households should supplement plant taste tests. The sophisticated and more technical aspects of professional coffee testing will thus be backed up by the fickle, but so vital opinions of those who actually pay out their money for the brand at retail.

For an entirely new brand introduction or one that has been completely reformulated a much larger, cluster sample survey should be picked. A small survey of 200 households may be conducted in the roaster's largest market. A larger, more representative taste test operation should be confined to those markets where the roaster has distribution, and possibly other areas where eventual sale is sought.

Such a taste preference survey should include only regular instant coffee drinkers, unless the object of the new or reformulated brand is to acquire new customers for instant coffee. For a placement of instant coffee, regular

users should be defined as those respondents who drink it at least every other day. Marketing research agencies familiar with the placement of food products in homes will be able to outline a plan of household selection once the survey markets have been selected. One method is to choose census tracts by cluster sampling and interview every fifth or so householder to see if instant coffee is used. If not, the interviewer queries the householder who is sixth, and until a residence is found where it is consumed. The fifth interval can still be maintained even when a consumer is not found within each fifth call.

The paired comparison method should be used to evaluate a new or reformulated instant coffee brand. This technique employs a control sample which is used as a benchmark to measure the acceptability of the test product. The control sample will either be the roaster's present instant coffee brand or that of a close rival or the top firm in the field. In this respect actual or approximate sales of either brand will be known as a gauge by which to measure the test instant coffee.

The test and control instant coffee samples should be packed in unlabeled, identical jars. The only differentiating characteristic or identification will be coded numbers similar to "00531; 31500" assigned to each sample. This should eliminate any bias that could result from the use of names or letters which unconsciously favor one of the samples as interpreted by consumers. Each sample should be used every other day for 8-10 days. The dates and days that such usage is to take place may be listed on the identification label as follows:

"00531"

Dear Mrs. Homemaker:

Please serve this sample on the following days—
Nov. 19 Nov. 21 Nov. 23 Nov. 25 Nov. 27
Thursday Saturday Monday Wednesday Friday

Half of the survey respondents are given the test sample with a schedule of the same every-other-day sequence assigned the control sample for the remaining half of the respondents. In this way any bias that may occur as a result of one sample being used last when the follow-up

(Continued on page 27)

Wayne P. Hansen, author of the informative article on taste preference tests which appears above has written numerous articles for the trade press. Former head of marketing research at Mars Candy Co., and research manager for Cribben and Sexton Co., he is eminently qualified to discuss the subject matter contained on these pages. His book, "Dynamic Marketing Strategy" is currently under consideration by Prentice-Hall.



Little strokes fell great Oaks.

It's as simple as that. And we would like to point out that a consistent advertising program in Coffee and Tea Industries can prove this point to you.

Barnum, master showman of them all, put the matter this simply. "When an advertisement first appears a man does not see it. The second time he begins to take notice. The third time he is inclined to read the message; the fourth he thinks about it. And on the appearance of the sixth or seventh he has succumbed and is ready to buy the offering."

You've noticed the changing appearance of Coffee and Tea Industries. It was inevitable that you should, and in the process make comparison with other publications in the coffee field. This changing format, which incidentally, will continue to be upgraded in the months ahead, is just one indication of the greater value you receive when you place your advertising in Coffee and Tea Industries. What is less noticeable, but equally important, is that with a circulation that is tops in the industry it assures that the magazine will be picked up and studied, time and time again, by the people to whom it is important that your advertising be seen.

"We're the trade magazine that comes to mind first. It's been that way for 83 years now."

COFFEE AND TEA INDUSTRIES, 106 WATER STREET, NEW YORK 5, N. Y.



Juan Valdez takes to the road

"Hello, Juan." The greeting was for another "candidate" beating the bushes. In this case, the "vote-seeker" was Juan Valdez, typical Colombian coffee grower. The place—Bergen Mall Shopping Center, Paramus, N.J. The date—May 3, 1960.

Juan came to this thriving shopping center to have shoppers meet him and his mule, and drink Colombian coffee with Danish pastry. (The Danish was served through the auspices of the Bergen Mall Promotion Department.) The event took place at one of the weekly Breakfast Specials between 9:30 and 11:30 AM. These are conducted at Bergen Mall on successive weeks during the spring and the fall, and on Tuesdays, the slowest shopping day of the week.

The Bergen Mall Shopping Center is one of the newest and largest regional shopping centers in the country. Located in Northern New Jersey (Bergen County), it is at the center of a market which includes 2,000,000 customers within forty minutes travel time. Further, Bergen Mall dominates the retail market in Bergen and Passaic Counties of New Jersey, and Rockland County in New York.

How was the Juan Valdez tie-in promotion started? Mr. Richard Guidera, promotion director, Bergen Mall, and Mr. Seymour F. Malkin, public relations counsel for the Mall, felt that the interest stimulated by Juan Valdez and his heavy Coffee of Colombia advertising in newspapers and on television in the Metropolitan New York market would help draw shoppers to the Mall as part of the Mall's weekly Tuesday morning promotions.

Mr. Malkin's organization released publicity to newspapers in northern New Jersey, and the wire services. Mention was made that Juan Valdez, Colombian coffee grower, would appear in native garb with his mule at Bergen Mall on May 3.

On May 2, the Mall's promotion department ran a one-half page double truck ad in the Bergen Evening

Record. (The Record has a circulation of over 100,000, and is the chief newspaper reaching shoppers for the Bergen Mall Shopping Center.) "Tuesday Morning Breakfast Specials at the Mall," was the theme of the ad. Major stores in the shopping center offered selected items at special prices. Dominating the ad was a large picture of Juan Valdez (with coffee and shade trees), and the headline: "Have Coffee on the Mall Tomorrow With Juan Valdez."

At the May 3 Breakfast Special over 1600 shoppers showed up. Many of these women exclaimed that they had seen Juan Valdez on television and in newspaper ads, and were very impressed with the advertising treatment.

Shoppers brought along their cameras and snapped pictures of Juan. When a friend or obliging onlooker was present, the photo-bugs had their pictures taken with the Colombian coffee planter. "When people take their cameras with them and take pictures of the 'star' of our promotion, it's a good sign that he has generated an enthusiastic reaction," said Dick Guidera.

On hand, too, for the May 3 Breakfast Special promotion was a photographer provided by the Mall's public relations department. He took several interesting pictures, including the first shopper to appear, a former resident of Medellin, Colombia, and the store managers of some of the larger stores, for their house organs.

On the day following the promotion, Mr. Malkin's public relations firm sent releases, with pictures, to the important local newspapers, as well as to appropriate trade papers. The releases again described the visit of Juan Valdez and of the Colombian coffee mission which accompanied him, including Mr. Andres Uribe, U.S. representative of the National Federation of Coffee Growers of Colombia, and Mr. Daniel Caust, the Federation's promotion director.

(Continued on page 32)



What's Your Pleasure?

HOT
COFFEE?

ICED
TEA?

WEST BEND®

SERVES IT UP
AS YOU LIKE IT!



NEW STAINLESS STEEL 55 CUP PERK — Now in stainless steel, West Bend's Automatic Party Perk is more popular than ever! And, it's no wonder . . . look at these features: New, finger-tip push-down faucet; cut-away base to accommodate cup on the saucer; rubber cushions for non-skidding; fully automatic controls (signal light flashes on when coffee's ready); only 17 $\frac{1}{8}$ " high; glass gauge shows amount of coffee. Retail, \$59.95.

COPPER COLOR ICED TEA SERVER — Large enough for 48 servings, yet simple to operate, West Bend's inviting, Iced Tea Server is ideal for any food service establishment, institution, business office or home. Just pour boiling water over tea bag, allow to steep and tea is ready to serve with ice. Glass gauge shows amount of tea in Server. New, "finger-tip" faucet is durable, easy to clean. Copper color electro finish and ebony black trim stay new looking. Overall height 21 $\frac{1}{2}$ inches. Retail, \$29.95.

PRESS DOWN — one finger does it. Let go and coffee or tea stops flowing . . . no after-drip.

FLICK UP — lever stays in "up" position for filling jugs, pitchers . . . easy draining.



WEST BEND®

WEST BEND ALUMINUM CO., DEPT. 000, WEST BEND, WISCONSIN



R. Keith Porter (left) chairman of Canada's Tea Council presents a "Safe-Tea" award to police chief J. A. Wadge of Dundas, Ontario, and check from Tea Council to Joyce McNab of Dundas Children's Aid. Mayor Warren looks on.

tea in our northern neighbor

By R. KEITH PORTER
Chairman, Tea Council of Canada

A fact which points up the many subtle differences that still exist between the living habits in the U.S. and Canada is Canadian tea consumption which is, per capita, five times as great as in the neighboring country to the south. Canada is the fifth tea-drinking country, surpassed only by Britain, New Zealand, Australia and Iraq. The average Canadian drinks 657 cups of tea a year.

In the sharply competitive beverage market in Canada, tea fared well in 1959. Dominion Bureau of Statistics figure for pounds of tea blended and packed last year was up 2.4 per cent over the previous year. D.B.S. shows imports of tea up about the same. The trade regards these are healthy increases, because of the competitive situation and the fact that coffee prices are at an all-time low.

Tea is Canada's national hot beverage and, except for milk, outsells by far any other beverage on a gallonage basis. It out-sells, 11½ to 7, its closest competitor, and about three times as much tea is downed as soft drinks.

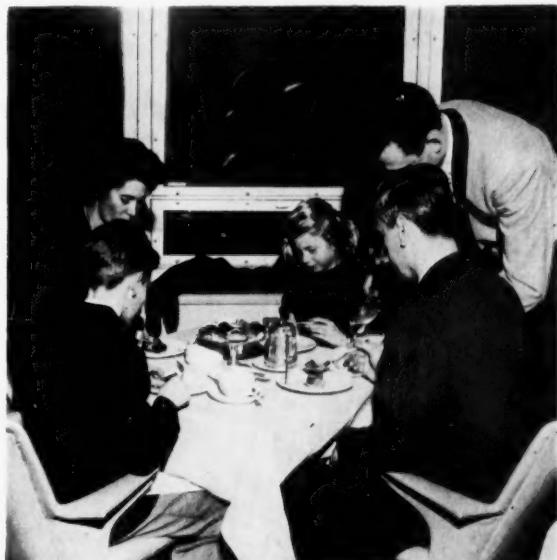
Surveys show that tea is the favorite beverage with Canadians at lunch and dinner, and it about holds its own as the mid-afternoon "break" beverage. We, in the tea industry, have a big job to do promoting it also as an ideal morning "breakfast or break" beverage.

Consumption varies widely across the country. The Maritime province are on top, since the 940 cups per person is not far below the British figure. Lowest consumption is in the prairie provinces. Probably even exceeding the Maritimer as a tea-drinker is the eskimo, who likes it strong and very sweet. He also enjoys eating the leaves. Tea is the favorite beverage, too, of many outdoors Canadian workers such as loggers, fishermen and cowboys.

The hottest news in Canadian tea is the dramatic rise

in the use of tea bags. They represented only one-quarter of national tea sales in 1951. But the figure has jumped steadily in each year since, and it hit the 69 per cent mark last year. It is estimated that the total is 80 to 85 per cent in the metropolitan areas.

Once this spectacular rise is arrested—as soon it must
(Continued on page 21)



Last Fall, Canada's second largest hotel, The Queen Elizabeth in Montreal revived the traditional daily tea hour as part of the Council's overall promotional activity.



The Perfect Container doesn't just happen!

THINKERS may debate "which came first," but no one denies that Mother Nature gave us the perfect package when she created the egg . . . a container that does what it's supposed to do . . . best!



Vacuum-pack coffee . . . an all-around story

In the coffee field, Canco makes the container that does what it's supposed to do . . . best! The story of coffee can improvements began in 1924 with Canco's invention of the vacuum-pack can, the container that continues to keep your coffee fresh and flavorful today. In past and present . . . in the future . . . you'll find a long list of container "firsts" and "bests" from Canco.

For greater sales and profits put Canco's research, manufacturing facilities and aggressive marketing team to work for your products.

GREAT CONTAINER IDEAS COME FROM



CANCO DIVISION
AMERICAN CAN COMPANY

5 important steps in our service to the Tea Trade



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WAREHOUSES AT

37-39-41 OLD SLIP

67-69-71-73 FRONT ST.

38-39 SOUTH ST.

tea in our northern neighbor

(Continued from page 17)

be, since the saturation point is fast being neared—the tea trade looks for a quicker climb in tea poundage sales. This is because a consumer, it is estimated, gets 47 more cups from a pound of tea bags than from packaged tea.

Last year, had the percentage of tea going into bags been no greater than in 1953, Canadians would have consumed over 7,000,000 pounds more than they actually did. So the bonus potential growth here is exciting to contemplate. It shouldn't be far away.

Among the challenging new opportunities for tea growth in Canada is instant tea. Unlike the U. S., where instants are increasingly important in the iced tea market, consumption is almost non-existent in Canada. Total instant sales are well under one per cent of total tea sales. Perhaps, as traditional tea drinkers, Canadians are less prone to accept change, although once tea bags were accepted, there was no stopping the growth of their use.

The built-in feature of convenience in instant tea—a factor so appealing in modern living—is being counted on by some members of the tea trade in Canada to win acceptance of the instant brew. Several of the important Canadian tea packers already have launched or indicated their plans to introduce instants this year. The trade in general will watch with interest what the consumer reaction is, and this will determine the future course of development of instant tea on the Canadian market.

Instant teas which are acceptable to the Canadian public undoubtedly will raise home consumption. They should also greatly increase sales outside the home by making possible a good cup of tea from vending machines which are now appearing on the Canadian market. It also would boost the automatic dispensing of tea in certain types of restaurants as well as in industrial catering.

There are other intriguing challenges to the Canadian tea trade. For instance, two-thirds of the 2,000,000 immigrants to enter Canada since World War II came from non-tea drinking countries. This is a very large potential new market.



"YOU IMPORT COFFEE? ISN'T THAT A COINCIDENCE, I DRINK IT."

JUNE, 1960

Another challenge is that Canada has one of the world's highest birth-rates. This has been true ever since the last war. Thus, children form a large share of the population. Historically, Canadian young people have not been tea drinkers. They too, therefore, represent millions of potential new customers for Canada's oldest and most widespread drinking custom.

It is to meet these challenges on an industry-wide and nation-wide basis that Tea Council of Canada was formed six years ago. It was organized as an international partnership through the enterprise and foresight of the producing countries, India and Ceylon, in association with a nucleus of members of the Canadian tea trade. India and Ceylon supply Canada with over 90 per cent of its tea, and this commodity is the No. 1 export of both countries to Canada.

Last year, the Tea Council approached full maturity with the addition of two of Canada's most important tea packing companies to its membership. They are J. E. Morse & Co. Ltd., Halifax, and Nabob Foods Division of Kelly, Douglas & Co. Ltd., Vancouver. Thus the Tea Council became a truly national organization dedicated to its task of increasing the consumption of tea throughout Canada.

Tea Council's 1960 program involves maintaining and, in some cases, enlarging the past merchandising and publicity program. It includes a new accent on public relations, which is being handled by Editorial Associates Ltd. of Montreal, Toronto and Calgary.

The most ambitious public relations project to date was carried out in conjunction with the sixth annual Tea for Canada Week, which Tea Council sponsors. This year it was from March 28 to April 2.

A coast-to-coast tour of Canada was completed by Mr. and Miss Tea. A third personality, Madame Thé, made a companion tour of French-speaking cities in Quebec province. They made more than 50 public appearances in a 17-day period ending Apr. 2. These included 18 radio and 14 television interviews, and civic welcomes by mayors of the 15 cities visited. Other appearances included serving tea at major department stores.

They were guests of Canada's largest daily tea hour at the Empress Hotel in Victoria, B.C., and they met the press in each city. Prominent news stories were published in virtually all of the daily newspapers of the cities visited, and the tour also was reported on by the press in a number of communities not included in the tour.

Miss Tea, dressed in a Canadian colonial costume, especially made for the tour, represented the historic association tea has had with Canada's development. Mr. Tea epitomized the modern young executive who finds tea the ideal "break or breakfast" beverage because, as he explained at every opportunity, it "refreshes and relaxes without giving a let-down feeling."

For TV and other public appearances, the three personalities demonstrated the fashionable way of drinking tea more than 150 years ago. In those days, it was poured from a handleless cup—a tea bowl as it was called—into a deep saucer from which it was sipped. The demonstration covered the ritual from blending to drinking. Antiques dating back to 1750 were used.

After covering the historic aspects of tea, interviewers had the three tea personalities tell readers, listeners and

(Continued on page 22)



LEON ISRAEL & BROS., INC.

COFFEE IMPORTERS

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101 FRONT STREET

SAN FRANCISCO
160 CALIFORNIA STREET

NEW ORLEANS
300 MAGAZINE STREET

MEMBER OF
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Coffee Planters & Exporters

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Israel (London) Ltd.

General Agents for Europe

110 Cannon Street, London, E. C. 4, England

tea in our northern neighbor

(Continued from page 21)

viewers how to make a good cup of tea. The variety of ways to serve it, for different age groups and for varying circumstances, also was brought out. Tea was identified, too, as being Canada's national hot beverage.

Tea for Canada Week was brought to a close by the appearance of the writer on a coast-to-coast television show, "Open House," to discuss various aspects of tea. The interview was done by Fred Davis, who is sometimes rated as Canada's No. 1 television M.C.

Feature of the week's merchandising program was a coast-to-coast tea display contest in food stores. Entries had to be in by April 30 for 236 prizes totalling \$3,200.

There's a definite trend in Canada toward the use of tea in a greater variety of ways and various recipes are being promoted vigorously. The use of tea in cooking is gaining in popularity for flavour and color in sauces and gravies.

The demand for variety is the basis for the Tea Council's annual iced tea or "Tea on the Rocks" campaign which is launched in mid-June and carries through the summer. It is promoted as a merchandising program through food stores and restaurants. There has been a sharp growth in the popularity of iced tea in Canada, and its acceptance is particularly marked in Ontario. It is featured in Quebec as Thé Frappé now instead of Thé Glacé, as formerly, to adopt a more modern approach.

The public relations program this year is being geared to a motivational research survey carried out for Tea Council which shows that a surprising number of housewives really don't know how to make a good glass of iced tea, and that many would be glad to receive recipes for iced tea. They accept it as a more modern and glamorous beverage, and feel it would truly impress guests if they could serve properly-made, good-tasting iced tea.

Consequently, the PR program is being built around a series of special food menu features, highlighting the proper way to prepare iced tea. They are being produced to meet the individual requirements of the major press-radio-tv media.

The demand for variety is also the basis for a year-around food menu service supplied to all daily newspapers, class A weeklies, radio and TV stations. This is a once-a-week service, and includes photos. The menus, of course, feature different ways of preparing tea.

Also being featured are a variety of recipes for different age groups and for different occasions and circumstances. The recipes include a teen-ager's, an outdoorsman's and a school-age children's drink, special mixes for the spring sniffles or an evening pick-up and a novelty tea drink.

The public relations program also has directed special attention at featuring tea in national magazines, and four of the seven principal national popular publications in Canada used features on tea during March and April.

A number of other PR projects are active. This year a National Safe-Tea Award program was introduced to tie in with Tea Council's annual "If You Drive, Drink Tea" campaign for the Christmas-New Year's season. Junior boards of trade, police departments and many other organizations associated with traffic safety take part in this program, on a nation-wide basis. This year a record num-

ber of car bumper stickers were distributed through these organizations.

A contest for the best provincial safety record during the holiday season won Alberta a gold Safe-Tea cup. There were four other contests for communities of different population groupings and silver cups were awarded to the winners of these.

Project Canadianna is another PR project introduced within the past year. This involves preparing a bibliography on Canadian tea antiques and assembling some of the more interesting ones for a proposed travelling exhibit and with a view ultimately to establishment of a Canadian tea museum. A start has been made in collecting for the travelling exhibit. Well over 20 stations (radio and TV) have done special interviews on Project Canadianna, and it has continuing use as a talking point for all media.

Other active projects include promotion aimed at reintroducing afternoon tea and tea dances at major hotels. The Queen Elizabeth Hotel in Montreal now features daily afternoon tea and another Montreal hotel, the Windsor, has commenced a Saturday afternoon tea dance, after a 20-year lapse.

Special projects aimed at the business executive, to introduce him to the desirability of making his afternoon break a "tea break"—if he doesn't now—are also being activated. Included is a tea sampler project, which involves a weekly mailing for five weeks of different samples of tea to the secretaries of 200 top Canadian executives, inviting them to serve tea to their boss, because it is the beverage with "an up-lift without a let-down."

Coffee bibliography being compiled

A complete bibliography on all aspects of the coffee industry is presently in process of compilation at the offices of the Pan American Coffee Bureau. The project, sponsored by the United Nations, is being compiled by Dr. Pierre Sylvain.

Scheduled for completion in three months the work will make use of the results of three existing compilations independently made by the Instituto Agronomico do San Paolo, at Campinas, Brazil; the Inter-American Institute for Agricultural Science, at Turrialba, Costa Rica; and by the Coffee Brewing Institute in New York. The work is described as, "the most complete and comprehensive catalogue of works on the growing, processing and marketing of coffee ever assembled."

Vending machine sales increase in 1959

Latest indications from the National Automatic Merchandising Association show that shipments of vending machines in 1959 increased 17 percent to \$128.1-million from 1958 shipments of \$109.4-million.

Prepared annually by the Bureau of the Census since 1955 at the request of N.A.M.A. as a member service, the current study also shows that shipment of vending machines for beverages amounted to \$76.3 million in 1959, up 23 percent from the previous year. The figures represent the value of shipments from 96 reporting companies.

CCP EXTRACTION MEANS MORE PROFITS CCP EXTRACTION MEANS MORE PROFITS CCP EXTRACTION MEANS MORE PROFITS CCP EXTRACTION MEANS

CCP EXTRACTION MEANS MORE PROFITS CCP EXTRACTION MEANS MORE PROFITS CCP EXTRACTION MEANS MORE PROFITS CCP EXTRACTION MEANS

Planning an instant coffee plant?

CONTINUOUS, COUNTERCURRENT PRESSURE
EXTRACTION GIVES YOU—

lower plant cost
lower operating cost
uniform quality product
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CHEMET ENGINEERS, INC.

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PASADENA, CALIFORNIA

RESPONSIBLE AND EXPERIENCED ENGINEERING

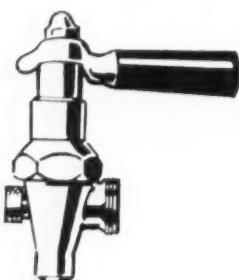
CCP EXTRACTION MEANS MORE PROFITS CCP EXTRACTION MEANS MORE PROFITS CCP EXTRACTION MEANS MORE PROFITS CCP EXTRACTION MEANS

JUNE, 1960

23

URN FAUCET TYPES

EQUIPMENT



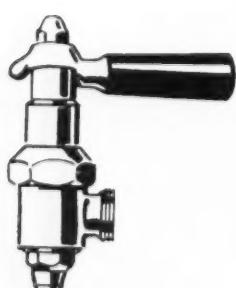
(A) Ground-plug, key cock faucet.



(B) Self-closing faucet.



(C) "O" ring, gasket type faucet.



(D) Metal to rubber seal faucet.

Hardest working part of the coffee urn is a little understood mechanism. This article explains . . .

the role of faucets in dispensing coffee

Several centuries ago someone devised a wooden petcock for dispensing liquids from a container. Familiarity does breed contempt, for, ever since, the average purchaser of any dispensing unit has concentrated on searching for high quality in the container, but has tended to take the faucet for granted. The emphasis should be changed and there is no better example than a coffee urn.

Coffee urns have many component parts—liners, lids, leechers, heating units, valves, thermostats, etc.,—but the hardest working part of the urn is the FAUCET! A faucet works from 24 to 288 more times to one time for other working parts! Furthermore, no other urn part receives the use and abuse accorded the faucet. If a faucet drips it is like pouring money down the drain—in addition to the mess and the disturbing appearance it creates. These are all obvious facts, but too often overlooked when new equipment is purchased or old equipment is modernized.

What to Look For When Purchasing New Equipment or Modernizing Old:

Three basic materials are used in the manufacture of modern coffee urn faucets: brass, stainless steel and nylon. Brass faucets may be cast or forged or made from screw machine parts. They are invariably chrome plated. Stainless steel faucets may be stamped or made from screw machine parts. Nylon faucets are injection molded. Advances being made in the plastics industry indicate that new and exciting materials will be used in the near future.

Aluminum is also gaining new stature.

Several types or styles of faucets are available in the standard materials. Oldest in the art is the ground plug, or key-cock, type faucet. (A) In this faucet the sealing surface is metal to metal and the faucet is opened or closed by rotating the handle, thereby turning a tapered metal plug inside the precision ground metal body. This type of faucet is indicated for the dispensing of any pulpy liquid—where a shearing action is necessary.

Most popular of all coffee urn faucets today is the self-closing type. (B) This unit usually features a pull-type rockable handle, which locks open on one side and closes by itself on the other. Operation of the handle lifts a spring-loaded stem which holds a flexible seat cup on its tip. A third type of faucet uses an "O" ring or gasket for a sealing surface. (C) This style of faucet may or may not be self-closing, depending upon the method of manufacture.

The last basic type of faucet is used on the water boiler of a coffee urn and utilizes a metal to rubber seal. (D) A metal post is the upper part of the seal and is fastened to a triple-threaded stem which forces it onto the rubber seat. This style of faucet is particularly useful on pressure type urns and also where there is a high lime content in the water. Lime tends to score ground plug type faucets and decreases useful service life of flexible rubber seals. The triple-thread ac-

tion of special water boiler faucets breaks down lime deposits and increases service life. It also makes it possible to control the flow of the hot water to a greater degree.

Even after knowing the various types of faucets available, one should consider several other points. It is particularly advantageous to buy a unit where the faucet head is separable from the connecting shank, since this facilitates removal for cleaning and servicing and replacement where required. As pointed out briefly above, some faucets are specifically designed for use on water boilers and should be used for this purpose. The type of coffee service should also be considered in specifying the faucet. Self-service operations indicate the use of self-closing faucets, with handles which will not lock open at all. Aerators can be attached to faucets on pressure urns or where self-service operation is planned. Spout extensions can be added where the faucet head is high above the drip pan. Where a large

battery of urns is used primarily to fill serving decanters, ground plug faucets have proven most successful. It should be pointed out, however, that all faucets are limited in the amount of flow by restrictions built into the urn itself. That is, all urn manufacturers use a standard one-half inch tube which leads into the faucet shank and, accordingly, no matter how large the faucet, the flow will be basically the same from all urns.

In addition to concern about the correct faucet, a buyer should always look carefully at the fittings used on the urn. Smart design and good finish not only add to the appearance of the urn, but they also indicate trouble-free service. The gauge base is a good example of this principle. A dependable gauge base is a must. It serves two primary functions: to keep clear water out of the gauge glass while coffee is being brewed and to shut off the flow to the glass if it breaks. Accordingly, it is important that a precision ma-

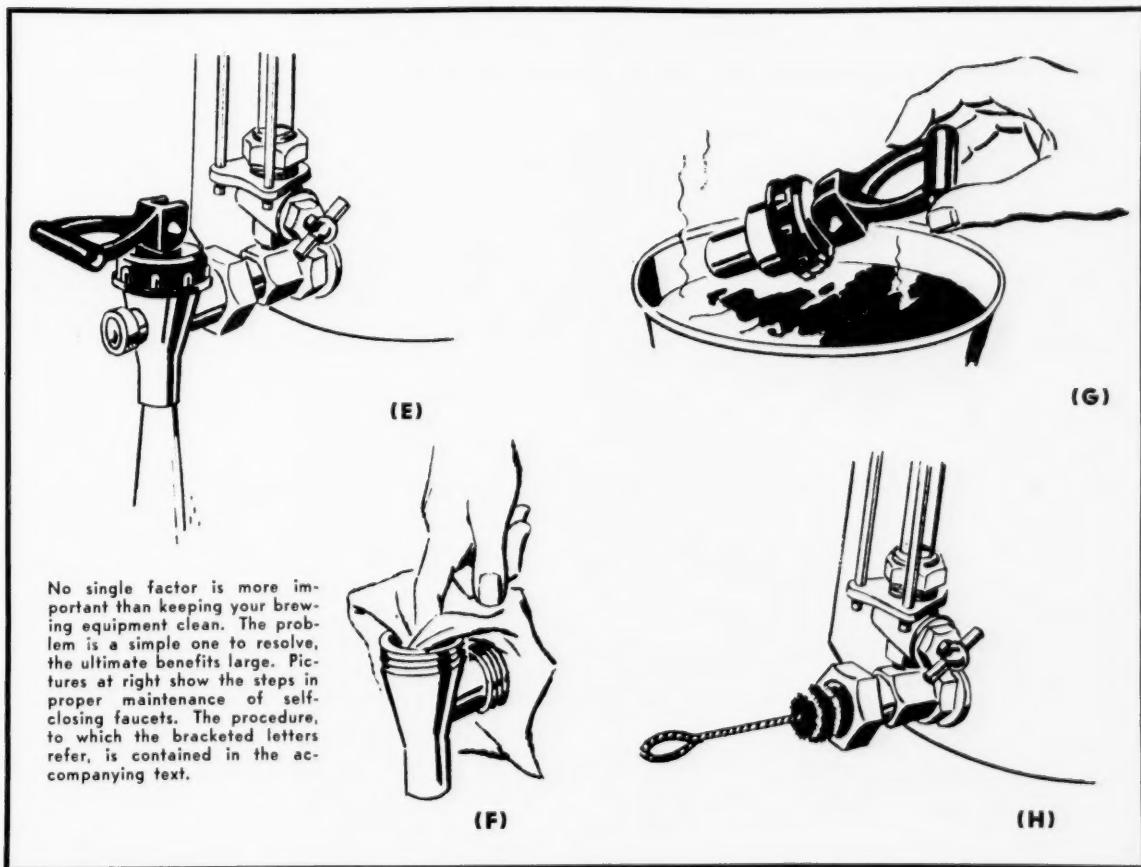
chined unit with the proper taper and design be purchased so that this important part will not bind when most needed.

Care and Cleaning of Coffee Urn Faucets:

Good coffee cannot be made in dirty equipment. Coffee deposits build up quickly and will not only affect the taste of the brew, but will drastically reduce service life of the faucet. Coffee faucets must be flushed after each brew, cleaned at the end of each day and thoroughly cleaned at least twice a week. Each type or style of faucet requires a slightly different method of cleaning and the facility with which this may be done to a faucet is a big factor in evaluating its worth.

Key-cock type faucets: This type of tapered metal plug faucet will not trap coffee deposits as easily as most other faucets if properly cared for. When the urn is rinsed, rotate the plug three or four times to flush out stale coffee deposits clinging to metal surfaces. When the urn is

(Continued on page 33)



"ADVANCES IN COFFEE PRODUCTION TECHNOLOGY"

Late in 1958, Coffee and Tea Industries, offered its readers a publication of significant interest to the trade, "Advances in Coffee Production Technology". The publication was then, and is today, a compendium of useful information to the grower of coffee.

The material contained in "Advances in Coffee Production Technology" first appeared in the special November, 1958, issue of Coffee and Tea Industries, and immediately became one of the most widely sought after issues to appear in this industry.

"Advances in Coffee Production Technology" is a worldwide summary of coffee research. It outlines existing knowledge and shows the direction of efforts to extend that knowledge. Top coffee scientists cooperated in preparing the material and consider it an important working tool.

For coffee growers, shippers, their organizations and governments, the book puts between two covers material affecting many immediate and long range aspects of coffee growing.

For importers and roasters in consuming countries, "Advances in Coffee Production Technology" holds clues to the future of the product on which their business is based.

For libraries and research organizations, it is an important source of information on a vital commodity.

There are on hand a limited number of copies of "Advances in Coffee Production Technology" which are offered at the original pre-publication price of \$2.50 per single copy. Orders for copies in excess of five may be had at an additional discount of 10 percent.

**Coffee and Tea Industries
suggests that orders for
"Advances in Coffee Pro-
duction Technology" be
placed immediately. No
plans have been made for
a second printing of this
publication and only a
limited number of copies
are on hand.**

TABLE OF CONTENTS

Introduction

Recent advances in our knowledge of coffee trees:

1. Physiology
2. Genetics
3. Cytology
4. Anatomy

The supply of better planting material

1. Arabicas
2. Canephoras (Robustas)
3. Asexual propagation of coffee

Mineral nutrition

1. High fertilizer applications and their effects on coffee yields
2. Detection and control of minor element deficiencies

Better control of water supply
for coffee production

The sun-hedge system of coffee growing

The mechanization of cultural operations

Soil conservation on coffee plantations

Chemical weed control in coffee

Recent spraying for control
of coffee diseases

Selection of coffee types
resistant to the Hemileia leaf rust

Biological control of insect pests in coffee

Factors affecting the inherent quality
of green coffee

Conclusions

COFFEE & TEA INDUSTRIES (formerly The Spice Mill)
106 Water Street, New York 5, N. Y.

Attached find \$ for copies of "Advances
in Coffee Production Technology" at the special price of
\$2.50 each.

Name

Address

survey techniques

(Continued from page 13)

interview takes place will be avoided. The sample that is to be tested first is opened by the interviewer in the placement interview so that the interviewee will be most inclined to use it first as the schedule of usage calls for. The householder is asked to put-away the regular brand of instant coffee until after the taste test is completed. This is to eliminate any distortion caused by use of the regular brand during the test.

The normal user of instant coffee should be interviewed during the follow-up interrogation. The time when this person will be home should be noted on the placement questionnaire. His or her regular brand of coffee should be noted so that the test results can be interpreted with this factor in mind. A postal card should be sent to this person a few days before the follow-up stating the date and time it will take place.

The actual testing procedure will now be discussed. The respondent is presented a scalar rating similar to the one shown below. He or she is asked to rate each instant coffee sample separately. The object of this process is not to compare the test with the control, but only to obtain an "independent" judgment of either sample. The sample code numbers are interchanged in their proximity to the margin so that no one sample has the benefit of being positioned first more than 50% of the time. The first rating of a sample is then covered before a second rating commences.

Sample #	Sample #
....Like extremelyLike extremely
....Like very muchLike very much
....Like moderatelyLike moderately
....Like a littleLike a little
....Neither like nor dislikeNeither like nor dislike
....Dislike a littleDislike a little
....Dislike moderatelyDislike moderately
....Dislike very muchDislike very much
....Dislike extremelyDislike extremely

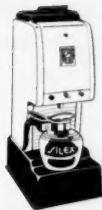
The above scale is weighted from nine for "Like extremely" through one for "Dislike extremely". The total number of votes given each category by respondents for each sample is multiplied by this weighting. A "first moment" arithmetic average is calculated for the entire amount of weighted responses by sample. Using the "standard error of the difference" formula and placing the resultant in the conventional "T" test equation, the market researcher is able to determine whether a statistically significant difference exists between the respondent scoring of the test and control instant coffee samples. For such commercial research work the criteria of judgment states that for a statistically significant difference to exist there are only five chances in one hundred that such a difference could have occurred by chance (1.96—).

Respondents are next asked why they rated each instant coffee sample as they did. These answers are coded for common characteristics and evaluated in the light of the previous statistical findings.

Respondents are next asked which of the two instant coffee samples they most prefer. The interpretation of
(Continued on page 28)



with **FAST SERVICE FLEXIBILITY!**



Silex Automatic
Coffee Brewer



Silex 2-Unit
Electric Warmer



Silex 18-Karat
Gold Plated Carafe



Silex Stainless
Steel-lip Decanter



Famous Silex
Vacuum Coffeemakers

Silex equipment has the flexibility for rush-hour efficiency or off-peak economy . . . always coupled with fast service and customer-satisfying Silex-brewed coffee!

THE WORLD'S MOST FAMOUS NAME IN COFFEE EQUIPMENT

SILEX

THE PROCTOR-SILEX CORP., Chicago 38
Philadelphia • Chicago • Canada

volcano's

... are one of the reasons why Guatemalan coffee has that extra fine taste and aroma.

In addition to the basic elements that Nature provides, the coffee growers of Guatemala provide extra care to bring you the world's finest coffees. That's why more and more U. S. roasters are using Guatemalans in their blends.

If you want your blend to have more flavor, aroma and mildness, join the switch to Guatemalans.

• • •



Guatemala
Coffee
Bureau
111 WALL STREET
NEW YORK 5, N. Y.
Telephone:
BOWling Green 9-6616-7
Cable: GUATCOFFEE

survey techniques

(Continued from page 27)

this paired comparison is accomplished by means of "chi-square" analysis with the statistical findings measured against those obtained from the scalar rating technique. Where the two types of tests do not yield approximately the same results the survey may be termed inconclusive because of the closeness of the scores, or have been improperly conducted. Instant coffee users queried as to why one sample is preferred over the other give unstructured answers which are coded and subjectively evaluated in the light of the statistical findings.

Classification questions are asked last. Respondents' social and economic level, family characteristics, age, etc. are obtained in order to determine whether any of these factors lead to a differentiation of responses from certain types of individuals.

If the statistical findings are significant in favor of the test sample, then the roaster knows it has a highly worthwhile, competitive product ready for test marketing. When no statistically significant difference exists between the test and control samples, the roaster has a product comparable to its competitor or a regular line brand used as the control. If the test sample falls statistically behind the control sample then the roaster has the job of reviewing what was negatively said by respondents in the opin-

Defective plumbing . . .

Someone should take the Chicago Journeyman Plumbers Union in hand. There's news that in a recently negotiated contract with a contractors' group specific provisions were made for banning the traditional coffee break. A union spokesman said it was the first such contract in the nation. We can only hope it will be the last!

ion sections of the taste preference survey.

Specific information should be gathered concerning the coffee drinking habits of interviewees. Beside instant coffee, how often is regular coffee used? Is coffee purchased in the bean or vacuum packed? By what method is coffee normally prepared? At what meals and on what occasions is it served? How many cups are normally consumed at a sitting? At what strength is both instant and regular coffee brewed? Is it used with cream and/or sugar? What brand(s) of instant and regular coffee are now in the kitchen? What is the package size normally purchased? If other beverages are also served at meals, what are they?

The consumer taste preference techniques discussed in this article are currently in use by many producers. Fully verified test sales marketing results have backed up such controlled tests. This type of testing procedure is ideal for the evaluation of competitive new product introductions as related to the possible effect they may have on a roaster's established instant coffee brand.

The use of the U.S. mail to conduct such surveys places severe limitations on the amount of useful information that can be obtained. That is why field interviewers trained and experienced in such work give best results.



PHOTO COURTESY UNITED FRUIT CO.

You've never seen such a beautiful lake— or tasted such wonderful coffee

It seems only natural that Guatemala has two of nature's greatest gifts — Lake Atitlan and mild, flavorful coffee. Anyone who has seen Lake Atitlan will never forget its scenic splendor. Anyone who has tasted Guatemalan coffee will come back for more of its fine flavor. That's why increasing numbers of U. S. roasters are turning to Guatemalans—the world's finest coffees. If you want mild, flavorful coffee in your blend, switch to Guatemalans.

—

Guatemala
Coffee
Bureau

111 WALL STREET
NEW YORK 5, N. Y.

Telephone:
BOWling Green 9-6616-7
Cable: GUATCOFFEE



Bulletin #6 is available for distribution. If you have not as yet requested your copy, do so today. It's free for the asking.

JUNE, 1960

Nationwide
Coffee
Service

IT PAYS TO TRADE
THE RUFFNER WAY

Our offices are strategically located, ready to serve you, at the three principal coffee ports and the major coffee distributing center of the mid-west.

Representation over the years with the most reliable coffee shippers in the countries of production.

Over 64 years experience as coffee brokers and agents in meeting the needs of green coffee buyers.

A conscientious and dependable service offered to coffee roasters by our coast-to-coast organization.

RUFFNER, McDOWELL & BURCH, INC.

Coffee Brokers and Agents
Established 1896

NEW YORK: 98 Front Street
SAN FRANCISCO: 214 Front Street

CHICAGO: 408 W. Grand Ave.
NEW ORLEANS: 419 Gravier St.

As the battle for the consumer's coffee dollar increases more and more companies find themselves turning to a potent sales medium . . .

television advertising

By NORMAN E. CASH

President, Television Bureau of Advertising

Television, the most powerful selling medium ever devised for advertisers, is the number one medium for coffee and tea companies. While each industry has been faced with problems of a quite different sort, both have relied heavily on television to accomplish the end result: sales.

In the years ahead of us, television will surely spur new increases in coffee and tea drinking.

Of the two, coffee is the larger industry. Following a number of years when coffee prices moved to all-time highs, the coffee industry in 1959 found its prices at their lowest levels in a decade. Whereas the public in the fifties had avoided the full impact of high prices by cutting corners, today they are becoming quality conscious.

As prices have declined, competition has grown steadily and the foreseeable future promises even more. This of course will benefit the consumer, bringing with it increased consumption. It will also serve the coffee companies through increased sales. One need only look at the sales records for the proof: 1959 saw 21,750,000 bags of green coffee roasted, topping the previous high of 20,937,000 bags set in 1958.

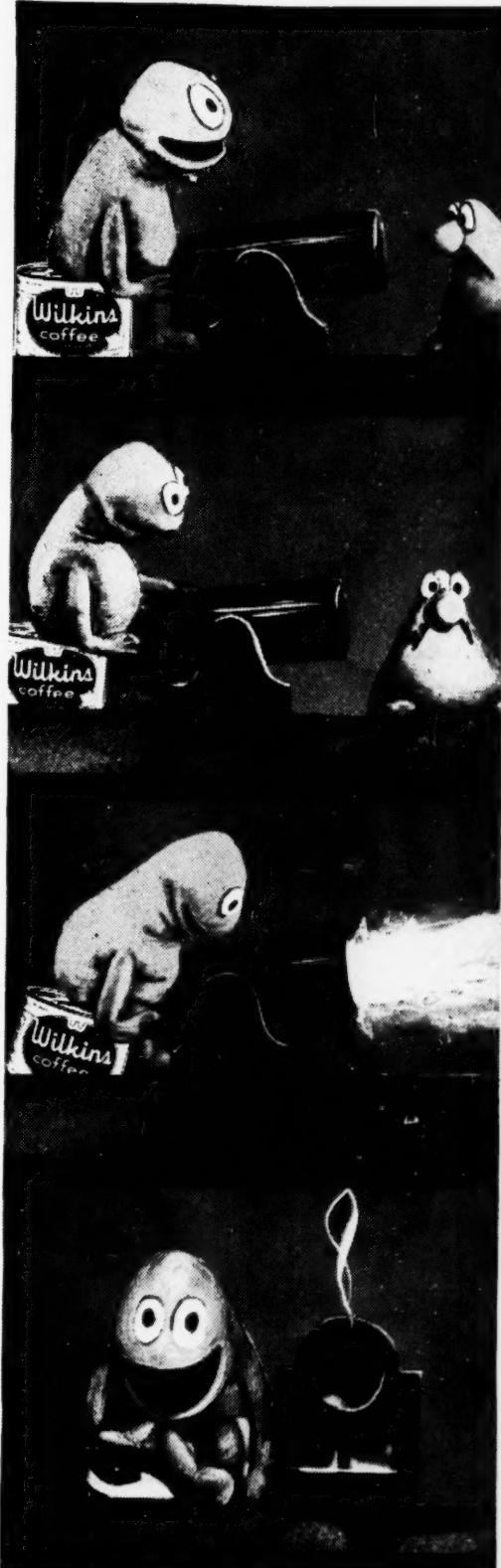
With these changing circumstances, coffee companies must rely on advertising to achieve their sales goals. Television advertising is the keystone.

Through the new and varied ways coffee companies are using television, the consumer is becoming well aware of particular brands, but equally important, he is being impressed with the quality of coffee as a beverage. Thus through competition and lower prices, and television advertising, the expansion of coffee consumption seems a certainty.

Gross time billings on television in 1959 for coffee companies not including program costs, totaled \$34,972,868. National and regional spot TV* gross time billings in 1959, as compiled by Tvb-Rorabaugh were \$24,989,370 while network gross time billings were \$9,-

(Continued on page 36)

TYPICAL coffee spot, photographed directly from screen with Wilkin's moppets in action. Dialogue centers around question, "do you like Wilkin's coffee?" The result pictured shows the effect of a negative reply.





HOT OR ICED

*It's
Coffee-er Coffee!*

S. A. SCHONBRUNN & CO., INC.
Grand and Ruby Avenue • Palisades Park, N. J.
New York Office: 106 Front St., N. Y. 5, N. Y.

SINCE 1871

IMPORTERS

*

BLENDERS

*

PACKERS



WEDdle TEA COMPANY

108 WATER STREET, NEW YORK 5

With a background knowledge gained through many years of designing superbly effective tea packages Weddle Tea Company offers the discriminating buyer the most complete line of specialty teas and packaging available in the tea industry.

MEMBER—TEA ASSOCIATION OF THE U.S.A.

Juan Valdez takes to the road

(Continued from page 15)

What were the results of Juan Valdez' participation in the Mall's Breakfast Special promotion? Mr. Guidera wrote to Mr. Caust on May 4: "I know from comments that I have already heard that Juan was of great value during his visit. Sales figures for May 3 showed a better than average increase for Tuesday business at Mall stores."

What are the Federation's future plans for similar promotions? "We are trying to set up similar tie-in promotions with other shopping centers in the New York Metropolitan market. If successful, we may move out to other major cities where our Coffee of Colombia advertising is appearing. Attempts will be made to gain participation of roasters whose brands are offered in food stores in these shopping centers. Also, we'll try to get food stores in these centers to do coffee tie-in promotions with us," said Mr. Caust.

These shopping center tie-in promotions are another step taken by the Federation, to activate a desire for better quality coffees, containing Colombians. When this is accomplished, the Federation feels, coffee drinkers will be induced to look and ask for the good brands of coffee.

P.A.C.B. survey finds black coffee gaining

Black coffee has gained in favor among U.S. coffee drinkers over the last few years but nearly three-fourths still add cream, sugar or both.

When coffee is drunk at home, a survey by the Pan-American Coffee Bureau shows, 27 percent now take it black as against 23.5 percent in 1957, the last time a similar study was made. When coffee is drunk away from home, such as in restaurants or at the coffee-break, nearly one-third drink it black. In 1957, the figure was one-fourth.

Preference for black coffee shows a wide variation by geographic area. In the West, 43 percent drink it black; in the North Central area 35 percent take it that way; in the South the figure is 26 percent while only 13 percent of Easterners drink black coffee.

The greatest shift in the last four years has been in the use of creaming agents, the survey showed. Today, only 64 percent of home coffee drinkers use cream or milk compared with 69 percent in 1957. In coffee drunk away from home there has been an even greater drop—58 percent add a creaming agent today while 65 percent did four years ago.

Coffee drinkers using sugar only—about one in ten is the national average—have increased somewhat, it was shown.

The following table shows national averages:

	Coffee Drunk at Home	Coffee Drunk Away from Home
Black	23.5%	27%
Sweetening only	7.5%	9%
Sweetening plus		
milk or cream	46%	44%
Creaming agent only	23%	20%
	20%	16%

role of faucets

(Continued from page 25)

cleaned with cleaner, flush this through the faucet, rotating the plug several times. After urn cleaning compound is flushed, remove the faucet and clean the shank thoroughly, passing a brush several times through the shank and into the urn. (H)

Brush the inlet and outlet of the faucet, being careful not to strike the edge of the plug hole with the metal portion of the brush. Rinse thoroughly and mount on the shank again. Place a few quarts of clean water in the urn so as to make certain that there is moisture around the faucet plug. Contrary to some instructions, it is best not to completely dismantle this type of faucet when cleaning, since rough handling may nick the plug or distort the tapered body cavity. If it should be necessary to dismantle Key-Type Faucets be sure to do this one-at-a-time. The plugs and bodies are matched pieces and are not interchangeable.

Self-Closing faucets: Most self-closing faucets on the market today permit disassembly without the use of tools. Some styles may require adjustment after cleaning, but the cleaning procedure is basically the same for all. Again, these faucets should be flushed after every brew and at the end of the day. (E) For thorough cleaning, unscrew the bonnet portion of the faucet and the entire bonnet handle and seat cup assembly can then be removed from the faucet body. The upper assembly may then be cleaned by placing in hot, or even boiling, water. (F) Detergent or urn cleaner may be added to the water to dissolve coffee deposit and stain. The inside of the faucet body should be wiped clean with a rag saturated with this same water. (G) Again the faucet should be removed from the shank and the shank cleaned up into the urn. (H) Assemble the faucet and partially fill the liner with clean water.

REMEMBER, you pay yourself a dividend when you keep your coffee brewing equipment clean.

Perhaps you may still ask what kind of faucet shall I buy or specify. Check these points off and you will

(Continued on page 34)

BUILD MORE SALES!

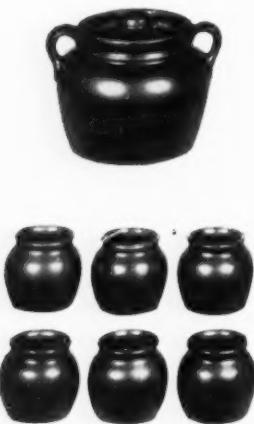
WITH THE MAGIKEEPR®...THE IDEAL PROMOTIONAL PREMIUM, COMBINATION GIFT PACKAGE, SELF-LIQUIDATOR.

World's greatest ice, food and beverage keeper. Made of plastic foam, a new insulating material, the MAGIKEEPR is light, attractive, durable and washable. Comes in confetti party colors. Watch sales go up when you package your foods, beverages, cheese, candy, cookies, in this beautiful, re-usable, ice and food keeper! Increases shelf life of perishables. We also custom mold other plastic foam packaging and specialties. Write Norman Balch:



4240 Glencoe Ave., Venice, Calif.





No. 260—8 pc. bean pot set

"Old Boston" Stoneware "Bean Pots" fully ovenproof

Glazed in "antique" old fashioned brown. Body and glaze fired at one time.

Just like "Grandma" used for her delicious slow stoneware baked beans.

Packed as sets or individually

Also stoneware mixing bowls, coffee mugs, carafes, pitchers, casseroles . . . all oven-proof . . . all packed for premium use.

WESTERN STONEWARE COMPANY Monmouth, Illinois

Get New Accounts

with the **Kutto, Jr. #3**

CARTON OPENER

Kutto Jr. #3 is needed everywhere goods are unpacked. Priced low enough for the smallest deal, it's a "Natural" for opening NEW Accounts

25¢ each including imprint
Minimum order—1 gross



- STURDY
- USEFUL
- PERMANENT
- OPENS ANY CARTON
- WITHOUT DANGER OF CUTTING CONTENTS

Write Today for full details

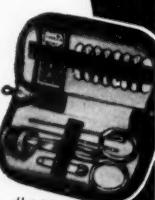
MODERN SPECIALTIES CO.
4301 W. Ogden Ave. Chicago 23, Ill.
Dept. CT

Prime Source GIVES YOU BEST PRICE

30¢
TO
\$7.50
DEALER'S
COST

A dependable
source brings
the lowest
price for big
quantity users.

#1897



#2017



Fine quality leathers,
finest made.

#3224



#2055



Ask for
our Catalog
of our large
assortment of
novelty items.

Elpo PRODUCTS INC.

1199 Broadway, New York 1, N. Y.

role of faucets

(Continued from page 33)

have the answer to your question:

1. Which style or type is best suited to my purpose, e.g., self-service, single service pouring, drawing into large serving decanters, etc.
2. How long will the faucet last, e.g., your experience, manufacturer's claims, recommendation of dealers, etc.
3. Is the faucet constructed in a sanitary manner.
4. Is it easy for anyone to maintain in an operating condition.
5. Are replacement parts readily available.
6. Are maintenance costs reasonable.
7. Does the manufacturer have the reputation of standing behind his product.
8. Is the faucet well designed and does it lend a pleasing appearance to the urn.

Once you have obtained the proper faucets, we stress again that the quality of your coffee is governed in large part by your standards of cleanliness. Good coffee cannot be made in unclean equipment.



"I NEVER HEARD OF MOUNTAIN GROWN COFFEE THIS HIGH."

COFFEE & TEA INDUSTRIES and The Flavor Field



NCA's founding fathers: (front) B. H. Johnson, Johnson-Allen Coffee Co.; R. M. Forbes, Forbes Tea & Coffee Co.; W. T. Jones, New Orleans Coffee Co.; F. P. Atha, J. A. Folger & Co.; B. C. Casanas, Merchants Coffee Co.; J. Menown, Menown & Gregory; C. H. Stoffregen, Steinwender-Stoffregen Coffee Co.; E. D. Hanly, Ennis-Hanly-Blackburn Co.; W. Fisher, C. F. Blanke Tea & Coffee Co.; F. Roth, Roth-Homeyer Coffee Co.; M. E. Smith, Nash-Smith Tea & Coffee Co.; F. J. Norwine, Norwine Coffee Co.; J. B. Dubrouillet, Meyer Bros. Coffee & Spice Co.; R. Meyer, Meyer Bros. Coffee & Spice Co.; (back) G. J. Schulte, Inter-

state Retail Grocer; H. C. Grote, Edward Western Tea & Spice Co.; C. F. Blanke, Blanke Tea & Coffee Co.; J. M. McFadden, McFadden Coffee & Spice Co.; G. H. Petring, H-P Coffee Co.; J. E. Maury, Maury-Cole Co.; T. F. Halligan, Halligan Coffee Co.; F. J. Ach, Canby, Ach & Canby Co.; C. W. Brand, F. Widlar Co.; M. H. Gasser, Gasser Coffee Co.; J. J. Schotten, Wm. Schotten & Co.; E. W. Bockmon, The E. W. Bockmon Co.; L. Christopherson, St. Louis Coffee & Spice Mills; F. Coste, Steinwender-Stoffregen Coffee Co.; W. E. Tone, Tone Bros.; J. H. Thompson, J. H. Thompson Brokerage Co.

Birth of an Association; St. Louis, Mo. — May, 1911

The scene was the Planter's Hotel in Saint Louis. The date, May 26, 1911. The occasion, the meeting of the representatives of 27 coffee roasting firms of that era.

From this meeting, fifty years ago, was born the National Coffee Association, faithful counselor and spokesman for several generations of American coffee men. Carl H. Stoffregen, outlining the purposes of the organization in his opening speech summed up the basic plans for the formation of the group thusly, "In asking you to meet me here in Saint Louis", said Stoffregen, "the roasters of this city had in mind certain national questions affecting the entire trade which they thought could be solved with your cooperation".

"It is not hoped" he indicated, "to form an organization to eliminate all the trials of the coffee roasting business, but we feel that an organization primarily social can incidentally take up any question of interest to the trade, and by doing some things of real benefit to the trade we can expect general cooperation."

One day later, an organization plan was drawn up, the group to be known as the Coffee Roasters Traffic and

Pure Food Association. Saturday, May 27th was devoted principally to the election of officers and the approval of the Constitution and By-Laws of the Association. Julius J. Schotten was elected president; M. H. Gasser, vice-president; and W. J. H. Brown was appointed secretary.

The new-born association's first board of directors included: C. W. Brand; W. T. Jones; F. P. Atha; Carl H. Stoffregen; F. J. Ach; J. M. McFadden; M. E. Smith; J. E. Maury; and Ben Casanas. President Schotten appointed an executive committee composed of: W. T. Jones; C. W. Brand; F. P. Atha; Carl H. Stoffregen; F. J. Ach; M. H. Gasser; and W. E. Tone.

During Saturday's meeting, it was decided to hold the Association's first annual convention in November, 1911 at Chicago.

Most of the organization's first members have passed on to the rewards it is hoped are due good coffee men, but through the eye of the camera their image is recorded in the picture above. What does remain as an indelible record of their accomplishments is the National Coffee Association as we know it today.

IRWIN-HARRISONS-WHITNEY INC.

Tea Importers

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJARKATA (JAVA) • LONDON (ENGLAND)
NAIROBI (AFRICA) • TAIPEI (FORMOSA)



Whiskey, Watermelons and Transformers

An odd combination of commodities, but we're used to odd situations and take 'em all in our stride.

We handled the first big shipment of Scotch Whiskey thru the Port of New Orleans, and then developed quite a volume of similar traffic.

We not only exported the watermelons, but also found the original supply AND the subsequent market for the customer.

The transformer required a 16-axle flat car, a crane big enough to lift it from the boat and a survey of the route to determine whether it would "fit".

All details handled by S. Jackson — we'll gladly do the same for you — on everyday shipments or special assignments. The same care and responsibility goes with either.

S. JACKSON & SON, Inc.
Shipping Representatives Since 1902
P. O. Box 137, New Orleans 3, La.
Every needed facility—plus common sense!

Quality...

COFFEES BUILD
FOR THE FUTURE

LEON TAFFAE CO., INC.

IMPORTERS OF *fine* COFFEES

GLORIA SUPERIOR®

LEON TAFFAE CO., INC.

106 FRONT ST., NEW YORK 5, N. Y. — DI 4-8151

MEMBER New York Coffee & Sugar Exchange, Inc.

television advertising

(Continued from page 31)

983,498, according to Leading National Advertisers—Broadcast Advertiser Reports.

In 1959, nine coffee companies alone spent more than \$1-million each in television gross time billings. The leader was General Goods Corporation with coffee gross time billings of \$13,330,334.

From General Foods, come a number of examples of promoting coffee. Emphasizing spot television for the introduction of their new Western Blend Maxwell House coffee, and supplemented by other media, General Foods began its campaign. In a survey conducted in Seattle before and after television advertising began, General Foods found the brand awareness for the Western Blend increased more than 50% in two months. Purchase of the new brand increased 98% during the spot television drive.

Again for Yuban coffee, General Foods relied heavily on television with excellent sales results.

For the Duncan Coffee Company, a regional firm in the South and Southwest, TV produced equally good sales results. Almost 90% of the company's advertising budget is in spot television for its Maryland Club coffee.

Another example is J. A. Folger & Company. Invading the Chicago market last year, Folger used spot television

	Spot*	Network**	TOTAL
General Foods	\$7,801,150	\$5,592,184	\$13,330,334
Standard Brands, Inc.	1,730,620	2,364,104	4,094,724
J. A. Folger & Co.	3,722,440	—	3,722,440
Nestle Co., Inc.	1,199,330	1,210,136	2,409,466
Hills Bros Coffee, Inc.	1,125,760	873,699	1,999,459
M. J. B. Co.	1,328,670	—	1,328,670
Paxton & Gallagher Co.	1,203,660	—	1,203,660
Duncan Coffee Co.	1,093,070	—	1,093,070
Wm. B. Reily & Co., Inc.	1,067,650	—	1,067,650
Chock Full O Nuts	869,630	—	869,630

* Source: Tvb-Rorabough

** Source: LNA-BAR, Released by Tvb

to turn the tide. Recent studies show Folgers one of the leading brands in Chicago after less than a year.

Coffee television advertising has used many techniques, ranging from the humorous type commercials such as employed by John H. Wilkins Co., Inc. to the hard sell type used by Martinson's. Wilkins commercials incidentally are now syndicated and are being used in other markets not conflicting with Wilkins.

* Spotting of television commercial advertising by a national or regional advertiser in one or more markets on a hand-picked basis. The time is purchased from a station rather than a network.

While spot television billings account for the greatest portion of coffee advertising, network television has also been successfully used by coffee advertisers.

Other creative coffee advertising campaigns on television include the humorous "subliminal" commercials employed by Butternut Coffee Co., the suggestion of coffee smell used by Maxwell House Coffee and the "43 beans in every cup" campaign of Nestle.

Because television knows no seasons, it is the ideal advertising medium for coffee companies. Flexibility is an-

(Continued on page 41)



Officers and speakers at luncheon and general meeting of Pacific Coast Coffee Association included those pictured above. Standing are Earl Lingle, Reuben G. Hills, Jr., Robert Powell, William Seeley. Seated in the foreground, J. McKiernan, Samuel Stewart, J. Evans.

By WARREN KLUDT

"Coffee and Tea Industries"
West Coast Correspondent

Members of the Pacific Coast Coffee Association in convention assembled at the Desert Inn, Las Vegas, Nevada elected the following officers and directors to serve for the 1960/61 term.

Incoming president for the next year is Robert C. Powell, veteran green coffee importer associated with E. A. Johnson & Co., San Francisco. Mr. Powell is secretary-treasurer of the San Francisco firm and has been an active committeeman for many years in the affairs of the Pacific Coast Coffee Association. Also taking office with Mr. Powell as Executive Vice-President was Stanley P. Gleason of M.J.B Co., San Francisco. Mr. Gleason, a

buyer, and in quality control, has served on the restaurant committee and various committees of the Pacific Coast Coffee Association.

Others elected to the Board of Directors for the Green Division, were: one year term 1960/61; Harold F. Gavigan, B. C. Ireland, Inc., San Francisco; William H. Gloege, C. G. Cambron Co., Los Angeles; Eugene T. Heathcote, S. F. Pellas Co., San Francisco. Two year term electives 1960/62, included: Stephen H. Gluck, Otis, McAllister & Co., San Francisco; Wilbur H. Hughes, Haas Bros., San Francisco; Cedric Sheerer, Ruffner, McDowell & Burch, Inc., San Francisco.

For a one year term the Roast Division elected: Andrew C. Glover, Manning's Coffee Co., San Francisco; Reuben W. Hills, III, Hills Bros. Coffee, Inc., San Francisco; William M. Seely, J. A. Folger & Co., San Francisco. Two year term 1960/62: Carl D. Lincoln, Nabob Foods, Vancouver, B. C.; Irving Manning, S & W Fine Foods, Inc., San Francisco; Loriston T. Moseley, Breakfast Club Coffee, Inc., Los Angeles.

PCCA'S NEW PRESIDENT

Robert C. Powell, secretary-treasurer of E. A. Johnson and Co., San Francisco was elected president of the Pacific Coast Coffee Association at the 29th Annual meeting just concluded at the Desert Inn, Las Vegas, Nevada.

Powell succeeds Reuben W. Hills, III, president of Hills Brothers Coffee, Inc., in the post.

Named with Powell, was Stanley P. Gleason, quality controller and coffee buyer at M. J. B Co., San Francisco.



JUNE, 1960

LUNCHEON-MEETING

What proved to be most enjoyable and unique for the members was the new luncheon-afternoon meeting in the Painted Desert Room of the Desert Inn. President Reuben Hills III officially opened the 29th Annual Pacific Coast Coffee Association Convention to honored guests and members with his "Keynote of the Convention" address. Guest speakers included John F. McKiernan, President, National Coffee Association of U. S. A.; John



Outgoing PCCA president Hills and new executive head of association Powell find things to laugh about at meeting.



J. A. DeArmond of Folger and Earl Lingle, Lingle Bros. Coffee Co., reminisce at executive committee cocktail party.



Carl Kemp, B. C. Ireland, Inc.; Lloyd Cummings, Folger & Co., and Jorge Canavati, Mexican Coffee Institute at break.

K. Evans, Consultant to Pan American Coffee Bureau; and Samuel B. Stewart, Executive Vice President and General Counsel, Bank of America, N. T. & S. A.

Mr. Hills introduced Hogar Ravota, U. S. Representative of the Mexican Coffee Institute and Vice President of the Pan American Coffee Bureau; Mr. La Vite Clavore, U. S. Representative of the Coffee Growers Association from El Salvador; Dr. Arturo Gomez Jaramillo, Manager, Federacion Nacional de Cafeteros de Colombia, Bogota, Columbia; Mr. T. M. Loudon, British Embassy in Washington, Director of Economic Co-ordination in the East African High Commission at Nairobi; Mr. Pierre Massin, French Embassy, Washington, Chief Overseas Community Division, Republic of the French Community; Mr. Arthur L. Ransohoff, President of the New York Sugar & Coffee Exchange, New York; Mr. Robert Swanson, President Chicago Coffee Club, Chicago; and Mr. Jack Leach, Western Representative, Coffee Brewing Institute, San Carlos, California.

President Hills stressed three basic factors for the members to consider "at a convention of this nature": the area of *Stimulation*, derived from the guest speakers; the area of *Business*, obtainable in the general business meeting; and the area of *Contact*, the ability to meet your friends and make new acquaintances. Mr. Hills concluded his "keynote" remarking,

"I suggest that you make the best use of your time, enjoying the convention and leaving with a feeling that you have accomplished something for yourself, your company and the coffee industry."

McKERNAN "COOPERATION PAYS DIVIDENDS"

One of the high points of the convention was the address of John F. McKiernan, president of the National Coffee Association, whose topic was the degree of cooperation between the NCA and the various regional associations, and how such cooperation might be increased. He stressed the opportunities, expansion and dividends "which are all around us" during the new decade. Mr.

McKiernan reviewed the many accomplishments in the fields of legislation and coffee promotion which were partly attributable to joint action by the national and regional associations in the past. He suggested improvement in the area of communications between national and regional associations to strengthen the industry in the future. McKiernan concluded, "During the next decade some industries will grow and prosper. Others, no doubt, will falter and decline. Those who fail will do so because of obsolescence or weakness within the structure of the industry itself. Those which thrive will be the industries which are alert and have built strength within themselves. I think we are doing that here today."

OTHER SPEAKERS

Other speakers addressing the western coffee men were John K. Evans, consultant to the Pan American Coffee



GOLF never fails to attract convention goers and J. DeArmond of Folger; Don Haslett, Haslett Warehouse Co.; A. C. Fenger, Moore McCormack & Co.; and Earl Lingle, Lingle Bros. Coffee Co. proved to be no exception to the rule.

Bureau and Mr. Samuel B. Stewart, executive vice president and general counsel, Bank of America, N. T. & S. A.

Mr. Evans colorfully reminded his listeners of the coffee industry's growth in the past generation. He pointed out that the secret of the future is sometimes buried in the past. Starting with his own vivid experiences in the sale of whole bean coffee he meticulously outlined the introduction of the vacuum can and instant coffee to the coffee industry. Citing the current problems of surpluses and business concentration, Mr. Evans evolved an old adage that history does repeat itself. With new and improved techniques being brought to bear on recurring problems, today's surpluses may well be tomorrow's shortages. Mr. Evans submits that the industry came out of every crisis stronger than they went in.

"The trinity of modern business is men, money and machines. But this, I believe, can be narrowed down because men make machines and machines make money. So the emphasis obviously is on men—the kind of men you recruit, train and develop under your own house banner."

Mr. Stewart spoke on the "Changing Patterns of Economic Growth in the West," and analyzing this growth, reported the West is relatively poor in those natural resources which form the core of any modern industrial society, namely iron ore and coal. The west has grown relatively fast despite this handicap because it has been able to attract the most important resource of all, people.

"We are growing steadily toward economic maturity," he said. "The West is no longer an economic hinterland with a market too small to justify production of heavy industrial and consumer products. Local production of many products is now more economical than importing. As a result, an increasingly important part of the growth momentum in the west today is independent of the defense oriented industries."

ENTERTAINMENT

The convention committee "co-chaired" by Earl Lingle and Bill Seely assisted by Vern Aldrich, E. A. Johnson, Jr., Cedric Scheerer and Ernie Shaw received the plaudits of the entire assembled convention for the excellence with which they handled the arrangements and festivities. "Hi-Lites" were the choices of spectacular dinner shows chosen for fellow members and guests. Entertainment was on the order of "par-excellence" by the famed Vegas Stardust which presented the "Le Lido de Paris." Outstanding scenes were The Great Ice Stage, The Giant Waterfall and The Rain of Fire which were works of art. Conforming more to the gaiety of the occasion, however, was the production of Les Bluebell Girls and Les Lido Models.

Dinner and entertainment was again the order of the evening at the New Frontier Hotel on Saturday. Members and friends enjoyed the exotic production "Holiday in Japan." An outstanding solo feature was the Kyoto Doll.

Other outstanding personalities in evidence along the famous "Vegas Strip" were Red Skelton, Pearl Bailey, Patti Page, Betty Hutton and Sid Ceasar. Not withstanding the "tops in entertainment" available for those not having visited Las Vegas before, there was the seductive sound of "ivory clicking" and the familiar call



SMALL TALK is part of every convention get-together. In the picture above, Neil Hopping, Hills Brothers; Gene Heathcote, S. F. Pellas; Bob England, Hills Brothers; and Tom Barrett, of S. F. Pellas, found things worth discussing.

"jackpot" all hours of the day and night. In spite of the great distraction and competition for the coffee conventioner's attention, there was exceptionally fine attendance at all the meetings. Comparing Las Vegas to Pebble Beach, a convention member characterized most

A TRIBUTE
to
JOHN K. EVANS
From the
PACIFIC COAST
COFFEE ASSOCIATION

Whose members are long-time friends and admirers of this coffee man better known as

JACK EVANS

In recognition of the many, many years that Coffee has been the object of your private business life; in appreciation of your constructive contributions to the welfare of the Coffee industry of the United States and of the Coffee Producing Countries during your long years of service as a Director and Member of various Committees of the National Coffee Association; and with unmeasurable admiration of the fact that even now in your time of retirement and expectant relaxation, you are continuing on for the betterment of Coffee as advisor to the Executive Committee of the Pan-American Coffee Bureau: Jack Evans. . . the members of the Pacific Coast Coffee Association are honored to salute you; to express their thanks for your everlasting interest in the stability and progress of our Industry; and to wish for you long life, good health and great happiness.

PACIFIC COAST COFFEE ASSN.

ON THE OCCASION
OF THE 29th ANNUAL
CONVENTION
PACIFIC COAST
COFFEE ASSOCIATION
LAS VEGAS, NEVADA
MAY 19, 1960

Reuben F. Hills
President

Robert C. Powell
Vice President

of the members opinion with the statement: "At Pebble Beach you're close to nature. Here you're close to human nature and it's tiring. Vegas is revealing."

Preceeding the annual PCCA banquet on May 21st in the Terrace Room at the Desert Inn Country Club the members and guests were honored at cocktails by the Allied Trade. Committeemen in charge of arrangements were Lyle McKim, General S. S. Corp., Chairman; Ted Burton, Jr., Burton & Partland & Co.; James Mahoney, San Francisco Warehouse Co.; Jack Coplen, American Can Co. and Lyle Sampson, Owens Illinois Glass Co.

GOLF TOURNAMENT

The annual P.C.C.A. golf tournament was held on the famous "Tournament of Champions Course" at the Desert Inn on Saturday. In addition to the normal sand traps and water hazards, golfers were confronted with a typical desert sand storm which did not allow for the "educated slice"; none-the-less, most of the favorites placed well up in the standings.

Capturing 1st low net and winner of the P.C.C.A. Founder's Cup was Gene Healthcote with 73 followed by Tom Barrett with a 74 for 2nd low net. Winner of the Latin American SS Conference Trophy was Weldon Emigh with 89 for 1st low gross; Earl Lingle was runner-up for 2nd low gross. Blind Bogie winner was Bob England with a 59 who received the National Federation of Coffee Growers of Colombia Trophy and a prize donated by President Reuben Hills.



THREESOME pictured, George McEvoy, J. Aron & Co.; Bob Swanson, Swanson Brothers, Inc.; and George Harrison, United Instant Coffee Corp., enjoy desert sunshine.

Other prize winners: Hole in One at 21' 6", Don Haslett; 3rd low net, Don Dunn; 4th low net, Bob Sweeny; 5th low net, Bud Dominguez; 6th low net, Joe Fitzpatrick; 7th low net, Peter Gavigan.

Guest prizes went to Jack Berard, 1st Blind Bogie, and a three way tie developed for 2nd Blind Bogie between Net Reeves, Ernie Senn and Tom Morris.

Winners of Blind Bogie on the Friday play were Neil Hopping, Scott Jones, Lyle Sampson, Howard Bargreen, Vic Cain, Samuel Stewart, Jim McCormick, Arthur Anisansel, Bob Schredeman and Bert Fullmer.

NEW quick detachable G. E. SILICONE DIAPHRAGM for WYOTT STAINLESS STEEL "L" FAUCETS



ATTACHES AND DETACHES
IN A "JIFFY"
STAYS FIRMLY IN PLACE
IN SERVICE
NEW DESIGN INSURES
BETTER CLOSURE
LONGER LIFE

To detach . . . hold diaphragm
in left hand and, in a bend-
ing motion, remove plunger.

To attach . . . place plung-
er directly into diaphragm
and "pop" it into place.



WYOTT manufacturing company
Cheyenne / Wyoming

television advertising

(Continued from page 36)

other advantage television enjoys since a coffee advertiser can pick his markets in spot TV or if large enough, can utilize a regional network lineup. And television can work with speed and efficiency, serving coffee advertisers better than any other medium. This is especially important considering the many new blends, new packages and the changing prices.

Before moving on to tea, may I note the leaders on television from the coffee industry. It should be noted that these companies are the leaders in the field and through television will remain so. Following figures cover coffee advertising gross time billings only.

Applicable to both coffee and tea advertising is another factor: the buyer. Most often the purchase is made by the housewife and it is here that television enjoys such remarkable power. A survey conducted by TvB and A. C. Nielsen shows that of all women in the country, 78.4% have viewed television in the average day. Further, 49.9% have viewed television before 6 p.m. Since this is the group which makes the purchase, what better way is there to reach them, each day, than by television.

A look at the tea industry in detail shows a changing situation also. Prior to 1950, tea sales had declined steadily. Since that time, the trend has been reversed and in 1959, grocery store sales of tea equalled 85.8 million pounds, an all-time high.

For tea, television advertising has been concentrated in

the cooler months of the year, where the hard selling job is required. Hot tea represents some 65% of total poundage sales.

The Tea Council, for example, which was formed in 1950, has been most successful in spurring tea sales. With the theme "take tea and see," the Council this past winter placed its entire budget in spot television. Three sales points were used: tea lets you sleep, tea helps you relax and tea gives you a lift. The campaign, running October through March, was described as the "biggest, boldest hot tea effort ever beamed at the American public."

Total advertising on network and national and regional spot television in 1959 represented \$7,970,260 in gross time billings, an increase of 7.2% over the \$7,433,379 spent in 1958. Network gross time billings in 1959 were \$3,348,130 while national and regional spot television totaled \$4,622,130.

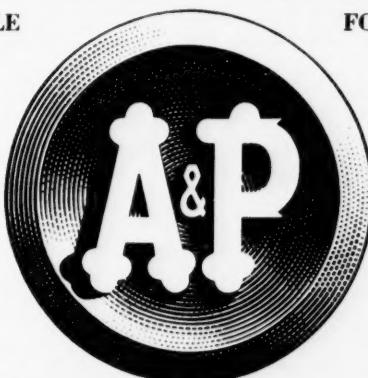
For the Tea Council, \$974,150 was spent in gross time billings in 1959 against \$886,430 in 1958. Largest single advertiser on television in 1959 was Lever Brothers for Lipton. Their billings were \$4,066,979, including \$2,181,540 in spot television and \$1,885,439 in network television. Also investing heavily in television was Standard Brands with total TV gross time billings of \$1,395,057 of which \$1,275,047 was in network and \$120,010 was in behalf of Tenderleaf.

In conclusion one simple statement must be added: no advertiser continues to spend money in any advertising medium unless he gets the sales. Television for both coffee and tea has enjoyed the advertisers' support and will I am sure continue to get it in the future.

THE GREAT ATLANTIC & PACIFIC TEA CO., INC.

AMERICA'S DEPENDABLE

FOOD MERCHANT SINCE 1859



IMPORTERS, ROASTERS, RETAILERS OF FINE COFFEE

REPRESENTED IN

BRAZIL AND COLOMBIA

BY THE

AMERICAN COFFEE CORPORATION

FAIRCHILD & BOLTE

120 WALL STREET

NEW YORK

Green Coffee

AGENTS AND BROKERS
REPRESENTING
BRAZILIAN and MILD SHIPPERS

Members:

NATIONAL COFFEE ASSOCIATION
GREEN COFFEE ASSN. OF N.Y.C.
N.Y. COFFEE AND SUGAR EXCHANGE

A NEW Promotion

COFFEE TREES



guaranteed to grow as potted plants . . . are now available for mailing to customers and prospects throughout the U. S.

A perfect self-liquidating premium to be advertised at only \$1.00 for a pair of healthy two year old plants.

"Send \$1.00 for a pair of Samples"

ORCHAWAII SALES DIVISION
Orchids of Hawaii, Inc.
National Sales Office
305 Seventh Ave., New York 1, N. Y.
Telephone: ORegon 5-6500



Jack Joliet (l.) and Bob Lajoie, owners of Detroit's Beefeater Restaurant are congratulated by Dr. Ernest Lockhart of the Coffee Brewing Institute. The town men, winners of the Institute's "Golden Cup Award," were visitors at the recent King Coffee "Futurama."

Vending machines go into orbit

There's little doubt that there is ever increasing interest in automatic vending of fresh-brew coffee. It was amply proven by the number of visitors in attendance at the sixth annual King Coffee Futurama held in Detroit, April 26 and 27.

Twelve manufacturers had 30 coin-operated machines in actual operation at the exhibit with factory representatives present to explain their operation, and individual merit. The theme of the show, "Out of this World", pointed up the progress being made in automatic vending.

Officiating at "blastoff time" were host John E. King, Jr., president of King Coffee, assisted by William F. Courtney, president of the Ohio Automatic Merchandising Association, and Floyd Joyce, president of the Merchandising Association of Michigan, Inc.

"When we first held this show six years ago," King indicated, "we had four machines on exhibit, the only ones being manufactured at the time. This year we had 12 major manufacturers showing their products, with 30 models on the floor."

A strong interest in the "inside workings"—in the progress made in brewing methods and sanitation techniques—was in evidence, undoubtedly resulting from the knowledge that sanitation requirements are becoming more strict.

Problems of legislative nature were discussed with visitors by William L. Wodicka, executive secretary of the Ohio Automatic Merchandising Association, and Raymond T. Trudeau, executive secretary of the Merchandising Association of Michigan.

Jack Hopson, president of Vending Industries, Inc., of White Plains, N.Y., conferred with those having problems in financing.

And, again, this year, Dr. Ernest E. Lockhart, scientific director of The Coffee Brewing Institute, New York, held meetings with those interested in the advances made in brewing and sanitation.

Although King Coffee had provided an enlarged area this year, the stream of viewers kept the exhibition area crowded during most of the show hours. Coffee flowed by the gallon as the visitors gave the various brews and taste test.

Robert Chappel, director of vending sales for King Coffee, summed up the gains made by the industry in the past year.

"Progress has been made in quality of products, in sanitation and serving techniques," he said. "There is no question that the coffee vending machine has become the heart of the successful automatic food-service operation."

"The mechanical advances and the progress in brewing techniques which were in evidence here are bound to be reflected in the continued success of such food-service centers."

Exhibitors were Apco, Inc.; Bally Vending Co.; Continental Vending Machine Corp.; Interstate Vending Corp.; Jim-Jak Industries, Inc.; Northwest Automatic Products; Perk-et-tee, Inc.; Rowe Manufacturing Co., Inc.; Rudd-Melikian Inc.; Schroeder Industries, Inc.; Seeburg Corp. and Vendo Corp.

PACB charts trend to stronger cup of coffee

The trend in the United States toward brewing more and more cups from a pound of regular coffee has apparently been reversed, while the number of cups made from an ounce of instant coffee continues to decline according to the results of a survey conducted for the Pan-American Coffee Bureau.

The nationwide study, recently completed by National Family Opinion, Inc., of Toledo, Ohio, shows that the average number of cups of coffee made from a pound of roasted coffee in U. S. households is down to 62.2, as compared with 63.9 in 1957. Users of soluble coffee are cur-

rently making only 11.8 cups to the ounce, down from 13.8 in 1957.

The findings revealed wide regional differences in coffee-making practices. Easterners make the strongest cup of regular coffee—54.4 cups to the pound, with the South next at 58. Mid-westerners stretch a pound to 66.8 cups on the average and in the West they squeeze out 70.7. Similar regional variations hold true for soluble coffee users as well. In all regions, however, the number of cups per pound or ounce was down.

The findings of the latest study, compared with those of the 1957 survey are summarized below:

	Today	1957
1. Average number of cups of coffee brewed per pound of regular coffee	62.2	63.9
2. Average number of cups of coffee made per ounce of soluble coffee	11.8	13.8
3. Average number of cups of coffee brewed per pound of regular coffee by region:		
East	54.4	55.7
South	58.0	60.1
North Central	66.8	69.6
West	70.7	72.3
4. Average number of cups of coffee brewed per ounce of soluble coffee by region:		
East	10.7	13.4
South	11.4	12.7
North Central	12.9	15.0
West	15.3	15.4

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

605 Third Street
San Francisco, Calif.

Member: Tea Association of the U. S. A.

The Product Picture

The literature listed below contains specialized information of interest to the readers of COFFEE AND TEA INDUSTRIES. It is available simply by filling out the coupon at the bottom of the page.

1—OUTSERT FOLDER APPLICATOR

Fully-automatic application of Outsert folders to packages at rates of up to 300 per minute is possible with a new applicator announced by Outserts, Inc., division of Eureka Specialty Printing Co. The new machine drops hot adhesive wax onto the container area, and places the folder on the wax spot, all automatically. The new labeler occupies only slightly more than 10 square feet of space.

2—PLATFORM SCALES

A new line of platform-type bench scales for heavy duty general purpose weighing operations is now available from The Exact Weight Scale Co. Type 9600 scales are specially designed to provide continued accuracy under conditions of prolonged usage. Overload and bumper springs guard against excessive shock in loading and unloading. An adjustable hydraulic dashpot controls weighing speed over a wide range for fast accurate performance.

3—PISTOL-GRIP PAPER COFFEE CUP

Dixie Cup division of American Can Company has announced a new Mira-Glaze coffee cup with an easier to grip handle. The new handle is called a pistol grip by the company, and is designed so that the index finger does not touch the hot side of the cup, as is the case with ordinary cups.

4—VIBRATORY FEEDER

Syntron Co., Homer City, Pa., has announced the development of a new, light-duty vibratory feeder, model F212. The unit is described as capable of feeding all dry bulk materials at rates up to 50 feet per minute. An electromagnetic drive unit, including a spring system, is completely enclosed. Feeder can be fitted with various sizes of flat pan, or tubular troughs, of either carbon or stainless steel.

COFFEE AND TEA INDUSTRIES JUNE
106 Water St., New York 5, N. Y.

Please send me the following booklets:

1 2 3 4

Firm Name
Street Address
City and State
Signature Title

PACB reports new high in green coffee movement

Movement of green coffee in international trade during 1959 was the largest in history with world exports reaching 42.4 million bags (of 132 lbs.), it was reported to the annual meeting of the Board of Directors of the Pan-American Coffee Bureau.

This volume represents an increase of approximately 16 percent over any of the three previous years. During this period shipments leveled off at about 37 million bags annually. Despite this substantial rise in volume, total value of the coffee dropped two percent—from \$2 billion in 1958 to \$1.96 billion last year—because of lower prices. The loss in revenue to the producing countries is graphically illustrated by the fact that if 1959 shipments had carried 1958 prices, their value would have reached \$2.34 billion. In other words, the price drop represented a decline of \$360 million in income to coffee growers.

Green coffee imports by the U. S. also set a record of 23.3 million bags, a rise of 15 percent over 1958, according to the report. This was 56 percent of all coffee moving in international trade. On a per capita basis, measured for the population 10 years of age and over, green coffee use reached 20.4 pounds compared with 20.1 pounds in both 1958 and 1957. The report estimated the total value of all coffee received by the U. S. at \$1.1 billion in 1959.

Following the trend in green coffee, retail prices of roasted coffee in the United States declined during the year. Average price of regular coffee was 10 percent lower in December, 1959 than in January and that of instant coffee went down 12 percent.

Total roastings of coffee also set a record, with 21.7 million bags processed. Of this, 83 percent was regular coffee and 17 percent went into the soluble variety.

Europe's imports rose by 11.5 percent, reaching 15.4 million bags in 1959 and accounting for 37 percent of world shipments.

Mainly as a result of the substantial increase in United



"I'VE CHECKED AND DOUBLE CHECKED. THERE'S NO DOUBT ABOUT IT. YOU'VE GOT HEMILEIA LEAF RUST."

States imports from Brazil, the report states, Western Hemisphere producers supplied almost 87 percent of U.S. purchases compared with about 85 percent in 1958. African producers supplied about the same volume of coffee as in 1958, approximately 3 million bags, but their proportion of total imports declined from 14.7 percent to 12.9 percent in 1959.

Although world shipments were at substantially higher levels than ever before, so also was exportable production, the report points out. In the 1959-60 crop year, 65.2 million bags will be available for export but calendar year exports are not likely to exceed 43 million bags, it states. World carryovers, at the beginning of the 1960-61 year may exceed 60 million bags, less any quantities taken from the market for industrial or other uses.

The PACB's report is fully documented in a 96-page book of facts and figures which reviews developments in the world of coffee during the past year. Entitled "Annual Coffee Statistics, 1959", it is prepared for the members of the Bureau's Board and is also given supplementary distribution to others in the coffee trade.

Tea council, association directors, hold May meeting

The combined meeting of the directors of the Tea Association, the Tea Council, and Junior Board, was held May 13th and 14th, at the Shawnee Inn, Shawnee, Pa.

Main subject for discussion centered round the uses to which the Tea Center would be put upon completion. Credit for the sustained interest in this phase of the

meeting goes to Gene Polizano and the other members of the Junior Board. R. B. Smallwood, in his capacity as chairman of the Tea Council hosted a cocktail party on the 13th, Pete Irwin, a similar affair on the following day.

Private labels on upgrade . . .

According to a recent report published in Management Review private labels are on the increase. Some of the reasons for the decision by national brand manufacturers are: extra income which boosts advertising budget; aid in development of mass production methods; and more accurate projection of sales and profits.

Coffee price stabilization planned by FCTA

Reports from France indicate that the French Coffee Trade Association has taken steps to facilitate the movement of franc zone coffee crops. The move is also expected to avoid disruption of the present price level.

The measure provides for the French Government to statistically control the entry of franc zone coffee by customs offices in order to determine the quantity entering France, including that from Guinea. The amount of Guinea coffee scheduled for admission to France this season is fixed at 6,500 tons.



progress with



The UNIVERSAL Roaster

This smartly styled roaster is suited to the individual shop, the large supermarket or the laboratory. Available in two sizes: 35 and 50 pounds per charge, with up to four roasts per hour.

Constructed with all the improvements and advantages of the "EXPRESSO" series.

**U. S. & Canadian Representative — JOHN SHEFFMAN, INC.
152 West 42nd Street, New York 36, N. Y. — Phone: Wisconsin 7-5649**

PROBAT-WERKE • EMMERICH/WEST GERMANY

Cable: PROBAT

Phone: 2561

Convention Greetings to the NRTCMA

DRAKE HOTEL — CHICAGO
June 26 - 29

Claire Mfg. Company

Mfrs. of Aerosol Products
Room Deodorizers, Insecticides
and Other Houseware Products
7640 Vincennes Ave., Chicago 20

Close & Co.

Mfrs. of candies for
the Home Service Merchant
4603 West Gladys Ave.
Chicago 44, Ill.

Flavour Candy Co.

600 N. Albany Ave., Chicago, Ill.

"Contact us for outstanding Christmas novelties"

Congratulations — NRTCMA

John Sexton & Company

Superior Tea and Coffee
Company
Chicago — Milwaukee — Dayton
Indianapolis
Est. 1908

Swanson Brothers

149 West Kinzie St., Chicago, Ill.

Zion Industries Inc.

Zion Cookie & Candy Divisions
Zion, Illinois

Greetings to NRTCMA route operators . . .
"83-years of reporting to the industry."

COFFEE AND TEA INDUSTRIES
106 Water Street

NRTCMA holds its annual June convention

The National Retail Tea and Coffee Merchants Association will hold its annual convention this year at the Drake Hotel, Chicago. Dates are Sunday, June 26 through Wednesday, June 29.

Advance registrations indicate that this year's convention, the forty-fifth to have been held by the association, will be the largest to date. Sunday's program begins with the traditional display setup by associate members in the hotel's Gold Coast Room. The board of directors will hold their initial meeting that afternoon, followed in the evening by a reception given by the associate members. The day will close with a dinner given by the board of directors in the Venetian Room.

Monday's program will be highlighted in the morning by the remarks of D. T. McGuire, president of the association, the appointment of committees, the report of the secretary, Oliver J. Corbett, and a group discussion of current problems. Dinner in the evening will be through the courtesy of the associate members. J. J. Oberbillig of David Douglas and Co., Inc., will speak on behalf of the latter.

Tuesday morning will be heralded by a general assembly in the Grand Ballroom, the report of the nominating committee and election of officers, followed by a group discussion led by President McGuire and vice president's Roth and Randolph. Adjournment of the convention is scheduled for Wednesday morning at 10:30.

New vending machine on market

There's a new vending machine on the market. Demay, Inc., of New York makers of the unit indicate that a feature is the fact that each cup of hot coffee served is made from freshly ground beans packaged in individual aluminum containers.

Upon the insertion of the proper amount, the aluminum container is automatically released from its storage compartment, positioned and infused with hot water under pressure within a special chamber. The maker claims that since only one cupful of coffee is brewed at a time, the coffee is never exposed to the elements and suffers no deterioration of quality. Hermetically sealed "Alumapak" containing the coffee guarantees a minimum storage life of at least six months.

Canada's coffee intake reaches all time high

R. W. Davis, president of the Tea and Coffee Association of Canada, commenting on the all time 1959 high in Canada's coffee imports indicated that the trend will play an important part in the two-way trade between Canada and South America. The increasing consumption of coffee in the Dominion, according to Davis, can be traced to the fact that a great many recent Canadian immigrants have come from traditional coffee drinking nations. An added ingredient, Davis believes in the consumption rise, lies in the convenience of instant coffee as a between-meal beverage. Imports for 1959 rose by almost 13 percent over previous years.

A. L. RANSOHOFF Co., INC.

Coffee

NEW YORK

Cable Address
"RANWILLIG"

108 Front Street

BOWLING GREEN 9-6549

JAMES A. ALEXANDER

COFFEE BROKER

90 FRONT STREET

NEW YORK 5, N. Y.

Get your COLOMBIANS

via

BALZACBRO

Shortest Route from Growers

Balzac Bros. & Company, Inc.

H. L. C. BENDIKS, INC.

NEW YORK

89 Front Street

SAN FRANCISCO

40 California St.

NEW ORLEANS

225 Magazine St.

IMPORTERS - JOBBERS

COFFEE - TEA

Wm. Hosmer Bennett & Son

Coffee Agents and Brokers

100 Front St.
"Laticlave"

NEW YORK, 5

S. A. GLASBERG CO.

ABYSSINIANS — ANGOLAS — BELGIAN CONGOS
IVORY COAST — MADAGASCARS — UGANDAS

Cables: Cafruki, New York

125 Broad Street

New York 4, N. Y.

REAMER, TURNER & CO.

COFFEE

Brokers and Import Agents

"RETURN"
104 FRONT ST.

NEW YORK

C. T. KONTOS & CO.

**COFFEE BROKERS
AND
IMPORT AGENTS**

79 Wall Street

New York 5, N. Y.

Edward P. McCauley & Co.

COFFEE

One Jones Lane

New York 5, N. Y.

Cable Address: CAULCAFE

JAMES W. PHYFE & CO., INC.

Coffee Brokers and Agents

Representing leading shippers
in all producing countries

98 Front St., New York 5, N. Y.

Cable Address: Phyfe, N. Y.

J. N. SOARES CO.

110 FRONT ST.
Telephone:
Whitehall 4-8152

NEW YORK 5, N. Y.
Cable Address:
"JOSOARES" New York

Agent for Angolan Shippers
MEMBER: GREEN COFFEE ASSN. OF NEW YORK CITY, INC.
NATIONAL COFFEE ASSOCIATION

ERNEST SINGHOFEN & Co., INC.

Coffee

NEW YORK

TEL.: WHITEHALL 4-8182

109 FRONT STREET



A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

ABBREVIATIONS FOR LINES

Ahl Trans Car—Ahmann Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Af-Pac—African Pacific Line
 Am-Exp—American Export Lines
 Am-Pres—American President Lines
 Am-Rep—American Republics Line
 Am-W Afr—American-West African Line
 B-Afr—Belgian African Line
 Barb-Wn—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Baron—Baron Line
 Bl-Dia—Black Diamond Steamship Co.
 Brodin—Brodin Line
 Carib—Caribbean Central American Line
 Col—Columbus Line
 Cunard—Brocklebanks' Cunard Service
 Daido—Daido Line
 Delta—Delta Line
 Dodero—Dodero Lines
 Eld-Dem—Elder Dempster Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Lines
 Grace—Grace Line
 Granco—Grancolombiana (New York), Inc.
 Gulf—Gulf & South American Steamship Co., Inc.
 GWA—Gulf West Africa Line
 Hellenic—Hellenic Lines Ltd.
 Hansa—Hansa Line

Hoegh—Hoegh Lines
 Hol-Pan—Holland-Pan-American Line
 Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java Pacific Line
 K Line—Kawasaki Kisen Kaisha, Ltd.
 Lawes—Lawes Shipping Co., Inc.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mameric Line
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 PacFar—Pacific Far East Line, Inc.
 Pac-Rep—Pacific Republics Line
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 PTL—Pacific Transport Lines, Inc.
 R Neth—Royal Netherland Steamship Co.
 Robin—Robin Line
 Scindia—Scindia Steam Navigation Co., Ltd.
 SCross—Southern Cross Line
 Sev-Stars—Seven Stars (Africa) Line
 Swed-Am—Swedish American Line
 Torm—Torm Lines
 Ufruit—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

ABBREVIATIONS FOR PORTS

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chsn—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gf—Gulf Ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jx—Jacksonville
 LA—Los Angeles
 Mo—Mobile
 MI—Montreal
 NO—New Orleans
 NY—New York
 NN—Newport News
 Nf—Norfolk
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SD—San Diego
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

**A Partner
of the
Coffee Industry
since 1919**

Delta Line

MISSISSIPPI SHIPPING COMPANY, INC. • NEW ORLEANS
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AGENTS:

RIO DE JANEIRO: DELTA LINE, INC.
 Rue Visconde Inhauma 134

SANTOS: DELTA LINE, INC.
 Praça da República 87

ABIDJAN & DOUALA
 Union Maritime et Commerciale

LUANDA & LOBITO
 Hull, Blyth (Angola), Ltd.

MATADI
 Phs. Van Ommeren (Congo) S.C.R.L.

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SOUTH AMERICA PARANAGUA, SANTOS RIO DE JANEIRO, VICTORIA Regular weekly sailings



WEST AFRICA

ANGOLA, BELGIAN CONGO, CAMEROONS, IVORY COAST, AND LIBERIA

Direct regular service



ship sailings

COFFEE BERTHS

ABIDJAN

6/12	Cordoba	Sev-Stars	NY6/27 Bo6/29 Pa7/2 Ba7/5 Nf7/6
6/13	Obusai	Eld-Dem	NY6/30 Ba7/3
6/19	Tana	Ba-WAfr	USA7/15
6/21	Del Rio	Delta	N07/10
6/25	Afr Glade	Ba-WAfr	NY7/12
6/27	Fernford	Ba-WAfr	USA7/30
7/9	Afr Dawn	Farelli	NY7/26
7/11	Del Alba	Delta	N07/28
7/14	Fernspring	Ba-WAfr	USA7/20
7/16	Vigrid	Sev-Stars	NY8/1 Bo8/3 Pa8/5 Ba8/6 Nf8/7
7/20	Afr Pilgrim	Farrell	NY8/6
7/28	Tatra	Ba-WAfr	USA8/15
8/4	Del Santos	Delta	N08/21
8/6	Afr Glen	Farrell	NY8/23
8/18	Cordoba	Sev-Stars	NY6/27 Bo6/29 Pa7/2 Ba7/5 Nf7/6
8/27	Del Rio	Delta	N09/12

ANGRA DOS REIS

6/12	Mormacstar	Am-Rep	Jx6/27 NY7/1 Bo7/3 Pa7/5 Ba7/6 Nf7/7
6/16	Sandanger	Wes-Lar	LA7/16 SF7/18 Po7/24 Se7/26 Va7/27
6/17	Mormacpine	Am-Rep	Ba7/3 Pa7/5 NY7/6 Bo7/9
6/19	Antonina	Brodin	Ba7/6 NY7/8 Pa7/10 Bo7/12 Mi7/16
6/19	Mormactide	Am-Rep	NY7/7 Bo7/10 Pa7/12 Ba7/14 Nf7/15
6/23	Del Campo	Delta	N07/11 Ho7/15
6/25	Mormacyork	Am-Rep	Jx7/11 NY7/15 Bo7/18 Pa7/20 Pa7/21
6/28	Mormacsea	Am-Rep	Ba7/14 Pa7/16 NY7/17 Bo7/20 Mi7/24
6/30	Del Valle	Delta	N07/18 Ho7/22

7/2	Mormacswan	Am-Rep	NY7/19 Bo7/22 Pa7/24 Ba7/26 Nf7/27
7/3	Sagoland	Brodin	Ba7/20 NY7/22 Pa7/24 Bo7/26 Mi7/30
7/7	Mormactern	Am-Rep	Jx7/26 NY7/30 Bo8/1 Pa8/3 Ba8/5
7/14	Del Sol	Delta	N08/1 Ho8/5
7/14	Mormactea	Am-Rep	Ba7/31 Pa8/2 NY8/3 Bo8/5 Mi8/9

BARRIOS

6/10	Box Hill	UFRUIT	Ho6/16 N06/19
6/14	A steamer	Carib	Ho6/16 N06/19
6/15	Mataura	Carib	Pa6/21 NY6/22
6/17	Christiane	UFRUIT	Ho6/23 N06/26
6/21	Arctic Tern	UFRUIT	NY6/28
6/22	Majorka	Carib	Pa6/28 NY6/29
6/24	Leith Hill	UFRUIT	Ho6/29 N07/3
6/28	Arctic Gull	UFRUIT	NY7/5
6/28	Anita Bolten	Carib	Pa7/5 NY7/6

BUENAVENTURA

6/10	Cd de Barranquilla	Granco	Ba6/16 Pa6/17 NY6/18
6/12	Cd. de Medellin	Granco	Ho6/19 N06/22
6/14	Santa Anita	Grace	La6/25 SF6/27 PS7/3
6/14	Merchant	Gulf	Ho6/12 N06/16
6/16	Ranborg	Granco	SF6/30 Va7/13
6/17	Cd. de Guayaquil	Granco	Ba6/23 Pa6/24 NY6/25

CORINTO

6/30	El Salvador	Mam	Ho7/12 N07/16
7/3	Alida Gorthon	Mam	NY7/14

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INDEPENDENT



UNITED STATES NAVIGATION

CO., INC., GENERAL AGENT

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ship sailings

CORTES

6/12	Box Hill	UFruit	Ho6/16 N06/19
6/12	Mataura	Carib	Pa6/12 NY6/22
6/15	A steamer	UFruit	NY6/21
6/19	Christiane	UFruit	Ho 6/23 N06/26
6/19	Majorka	Carib	Pa6/28 NY6/29
6/22	Arctic Tern	UFruit	NY6/28
6/26	Leith Hili	UFruit	Ho6/29 N07/3
6/26	Anita Bollen	Carib	Pa7/5 NY7/ 6
6/29	Arctic Gull	UFruit	NY7/5

CRISTOBAL

6/11	Zephyr	UFruit	N06/16
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DAR es SALAAM

6/17	Afr Lightning	Farell	Bo7/23 NY7/25
6/30	Kunishima Maru	Baron	NY8/ 9
7/1	Afr Planet	Farell	Bo8/6 NY8/8
7/12	Mishima Maru	Baron	NY8/19
7/28	Afr Crescent	Farell	Bo9/2 NY9/4
8/12	Afr Star	Farell	Bo9/17 NY9/19
8/26	Afr Rainbow	Farell	Bo10/3 NY10/5

DJAKARTA

6/12	Steel Artisan	Isthmian	Bo7/26 NY7/27
6/18	Lica	Maersk	Ha8/3 NY8/6 Mi8/20
6/22	Pierce	Am-Pres	LA7/29 NY8/14 Ba8/18 Bo8/20
7/18	Anna	Maersk	Ha9/5 NY9/8 Mi9/20

DJIBOUTI

6/19	Steel Age	Isthmian	N07/18
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6/21	Steel Traveler	Isthmian	Bo7/11 NY7/12
7/7	Steel Artisan	Isthmian	Bo7/26 NY7/27

DOUALA

6/16	Tana	Ba-WAfr	USA7/10
6/19	Afr Dawn	Farrell	NY7/26
7/1	Fernford	Ba-WAfr	USA7/30
6/30	Vigrid	Sev-Stars	NY8/1 Bo8/3 Pa8/5 Ba8/6 Ni8/7
7/15	Femspring	Ba-WAfr	USA8/10
7/17	Afr Glen	Farrell	NY8/23
7/25	Tatra	Ba-WAfr	USA8/15
8/2	Cordoba	Sev-Stars	NY10/3 Bo10/5 Pa10/7 Ba10/9 Ni10/11

EL SALVADOR

6/20	A. Volta	Italian	LA6/26 SF6/29 Va7/3 Se7/8 Po7/12
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GUATEMALA

6/21	A. Volta	Italian	LA6/26 SF6/29 Va7/3 Se7/8 Po7/12
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GUAYAQUIL

6/13	Cd. de Guayaquil	Granco	Ba6/23 Pa6/24 NY6/25
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LA LIBERTAD

6/26	El Salvador	Mam	Ho7/12 N07/16
6/27	Alida Gorthon	Mam	Ho7/12 N07/16

LA UNION

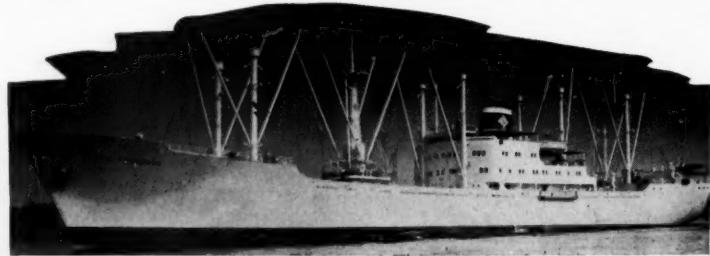
6/28	El Salvador	Mam	Ho7/12 N07/16
7/1	Alida Gorthon	Mam	NY7/14



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General Agents

Oivind Lorentzen, Inc.

New York 6, N. Y.

ship sailings —

LOBITO

6/23	Vinkt	Ba-WAfr	NY7/14
7/7	Marchevolette	Ba-WAfr	NY7/28

LUANDA

6/18	Vinkt	Ba-WAfr	NY7/14
6/14	Del Rio	Delta	N07/10
6/15	Afr Glade	Farrell	NY7/12
6/23	Vinkt	Ba-WAfr	NY7/14
6/30	Afr Dawn	Farrell	NY7/26
7/4	Del Alba	Delta	N07/28
7/10	Pilgrim	Farrell	NY8/6
7/28	Afr Glen	Farrell	NY8/23
7/28	Del Santos	Delta	N08/21
8/20	Del Rio	Delta	N08/12

MATADI

6/11	Del Rio	Delta	N07/10
6/16	Afr Glade	Farrell	NY7/12
6/23	Afr Dawn	Farrell	NY7/26
6/29	Vinkt	Ba-WAfr	NY7/14
6/30	Del Alba	Delta	N07/28
7/11	Afr Pilgrim	Farrell	NY8/6
7/21	Afr Glen	Farrell	NY8/23
7/25	Del Santos	Delta	N08/21
8/16	Del Rio	Delta	N09/12

MOMBASA

6/13	Afr Lightning	Farrell	Bo7/23 NY7/25
6/27	Kunishima Maru	Baron	NY8/9
6/27	Afr Planet	Farrell	Bo8/6 NY8/8
7/9	Mishima Maru	Baron	NY8/19
7/24	Afr Crescent	Farrell	Bo9/2 NY9/4
8/8	Afr Star	Farrell	Bo9/17 NY9/19
8/22	Afr Rainbow	Farrell	Bo10/3 NY10/5

PARANAGUA

6/13	Del Sud	Delta	N07/11 Ho7/15
6/14	Ravensberg	Col	NY7/1 Bo7/3 Pa7/7 Ba7/8
6/14	Mormacpine	Am-Rep	Ba7/3 Pa7/5 NY7/6 Bo7/9 Mi7/13
6/15	Mormacsurf	Pac-Rep	LA7/12 SF7/15 Va7/24 Se7/26 Po7/28
6/15	Antonina	Brodin	Ba7/6 NY7/8 Pa7/10 Bo7/12 Mi7/16
6/16	Mormactide	Am-Rep	NY7/7 Bo7/10 Pa7/12 Ba7/14 Mi7/15
6/17	Uruguay	Lloyd	NY7/7
6/20	Del Campo	Delta	N07/11 Ho7/15
6/20	Mormacyork	Am-Rep	Jx7/11 NY7/15 Bo7/18 Pa7/20 Ba7/21
6/21	Haiti	Lloyd	NY7/9 Ho7/14
6/21	Erich Schroeder	Col	NY7/9 Bo7/12 Pa7/13 Ba7/14
6/25	Mormacsea	Am-Rep	Ba7/14 Pa7/16 NY7/17 Bo7/20 Mi7/24
6/27	Cap Castillo	Col	NY7/14 Bo7/17 Pa7/20 Ba7/21
6/27	Mexico	Lloyd	NY7/16
6/27	Del Valle	Delta	N07/18 Ho7/22
6/29	Mormacaisle	Pac-Rep	LA7/26 SF7/29 Va8/7 Se8/9 Po8/11
6/29	Sagoland	Brodin	Ba7/20 NY7/22 Pa7/24 Bo7/26 Mi7/30
6/30	Mormacswan	Am-Rep	NY7/19 Bo7/22 Pa7/24 Ba7/26 Mi7/27
7/4	Del Mar	Delta	N07/20 Ho7/27
7/5	Mormactern	Am-Rep	Jx7/26 NY7/30 Bo8/1 Pa8/3 Ba8/5
7/7	Paraguai	Lloyd	NY7/26
7/11	Del Sol	Delta	N08/1 Ho8/5
7/11	Mormactea	Am-Rep	Ba7/31 Pa8/2 NY8/3 Bo8/5 Mi8/9
7/13	Mormacdawn	Pac-Rep	LA8/9 SF8/12 Va8/21 Se8/23 Po8/25
7/17	Honduras	Lloyd	NY8/5
7/18	Del Norte	Delta	N08/3 Ho8/10
7/21	Peru	Lloyd	N08/8 Ho8/12
7/27	Bolivia	Lloyd	NY8/16

RIO de JANEIRO

6/10	Del Viento	Delta	N06/27 Ho7/1
6/11	Cuba	Lloyd	NY6/26
6/13	Mormacstar	Am-Rep	Jx6/27 NY7/1 Bo7/3 Pa7/5 Ba7/6 Mi7/7
6/16	Del Sud	Delta	N06/29 Ho7/6
6/17	Ravensberg	Col	NY7/1 Bo7/3 Pa7/7 Ba7/8
6/18	Mormacpine	Am-Rep	Ba7/3 Pa7/5 NY7/6 Bo7/9 Mi7/13
6/21	Uruguay	Lloyd	NY7/7

JUNE, 1960

MOORE-McCORMACK Lines

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West Coast United States and Canadian ports and

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TORM LINES AGENCY, INC.

GENERAL AGENTS

CABLE: TORMLINE

24 STATE STREET

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ship sailings

6/21	Mormactide	Am-Rep	NY7/7 Bo7/10 Pa7/12 Pa7/20 Ba7/24	6/27	Mormacsea	Am-Rep	Ba7/14 Pa7/16 NY7/17 Bo7/20 Mi7/24
6/21	Mormacaisle	Pac-Rep	LA7/26 SF7/29 Va8/7 Se8/9 Po8/11	6/27	Mormacaisle	Pac-Rep	LA7/26 SF7/29 Va8/7 Se8/9 Po8/11
6/21	Antonina	Brodin	Ba7/6 NY7/8 Pa7/10 Bo7/12 Mi7/16	6/29	Santa Rosa	Col	NY7/11
6/24	Del Campo	Delta	NO7/11 Ho7/15	6/29	Del Valle	Delta	NO7/18 Ho7/22
6/25	Haiti	Lloyd	NO7/9 Ho7/14	6/30	Mexico	Lloyd	NY7/16
6/25	Erich Schroeder	Col	NY7/9 Bo7/12 Pa7/13 Ba7/14	7/1	Mormacswan	Am-Rep	NY7/19 Bo7/22 Pa8/24 Ba7/26 Mi7/27
6/26	Mormacyork	Am-Rep	Jx7/11 NY7/15 Bo7/18 Pa8/20 Ba7/21	7/2	Sagoland	Brodin	Ba7/20 NY7/22 Pa7/24 Bo7/26 Mi7/30
6/29	Mormacsea	Am-Rep	Ba7/14 Pa7/16 NY7/17 Bo7/20 Mi7/24	7/6	Del Mar	Delta	NO7/20 Ho7/27
6/30	Cap Castillo	Col	NY7/14 Bo7/17 Pa7/20 Ba7/21	7/6	Mormactern	Am-Rep	Jx7/26 NY7/30 Bo8/1 Pa8/3 Ba8/5
7/1	Del Valle	Delta	NO7/18 Ho7/22	7/7	Argentina	Am-Rep	NY7/19
7/1	Mexico	Lloyd	NY7/16	7/11	Burg Sparrenberg	Col	NY8/2 Pa8/5 Ba8/6 Bo8/8 Mi8/13
7/3	Mormacswan	Am-Rep	NY7/19 Bo7/22 Pa7/24 Ba7/26 Mi7/27	7/10	Paraguay	Lloyd	NY7/26
7/5	Mormacdawn	Pac-Rep	LA8/9 DG8/12 Va8/21 Se8/23 Po8/25	7/11	Mormacdawn	Pac-Rep	LA8/9 SF8/12 Va8/21 Se8/23 Po8/25
7/5	Sagoland	Brodin	Ba7/20 NY7/22 Pa7/24 Bo7/26 Mi7/30	7/13	Mormacteal	Am-Rep	Ba7/31 Pa8/2 NY8/3 Bo8/5 Mi8/9
7/7	Del Mar	Delta	NO7/20 Ho7/27	7/20	Honduras	Lloyd	NY7/26
7/8	Argentina	Am-Rep	NY7/19	7/24	Bolivia	Lloyd	NO8/8 Ho8/12
7/9	Mormactern	Am-Rep	Jx7/26 NY7/30 Bo8/1 Pa8/3 Ni8/6	7/30	Bolivia	Lloyd	NY8/16
7/11	Paraguay	Lloyd	NY7/26				
7/13	Burg Sparrenberg	Col	NY8/2 Pa8/5 Ba8/6 Bo8/8 Mi8/13				
7/15	Mormacteal	Am-Rep	Ba7/31 Pa8/2 NY8/3 Bo8/5 Mi8/9				
7/15	Del Sol	Delta	NO8/1 Ho8/5				
7/21	Honduras	Lloyd	NY8/5				
7/21	Del Norte	Delta	NO8/3 Ho8/10				
7/23	Peru	Lloyd	NO8/8 Ho8/12				
7/31	Bolivia	Lloyd	NY8/16				

SANTOS

6/10	Cuba	Lloyd	NY6/26
6/11	Mormacstar	Am-Rep	Jx6/27 NY7/1 Bo7/3 Pa7/5 Ba7/6 Mi7/7
6/13	Mormacsurf	Pac-Rep	LA7/12 SF7/15 Va7/24 Se7/26 Po7/28
6/15	Del Sud	Delta	NO6/29 Ho7/6
6/16	Mormacpine	Am-Rep	Ba7/3 Pa7/5 NY7/6 Bo7/9 Mi7/13
6/16	Ravensberg	Col	NY7/1 Bo7/3 Pa7/1 Ba7/8
6/18	Mormactide	Am-Rep	NY7/7 Bo7/10 Pa7/12 Ba7/14 Mi7/15
6/18	Antonina	Brodin	Ba7/6 NY7/8 Pa7/10 Bo7/12 Mi7/16
6/20	Aruquai	Lloyd	NY7/7
6/22	Del Campo	Delta	NO7/11 Ho7/15
6/23	Erich Schroeder	Col	NY7/9 Bo7/12 Pa7/13 Ba7/14
6/24	Haiti	Lloyd	NO7/9 Ho7/14
6/24	Mormacyork	Am-Rep	Jx7/11 NY7/15 Bo7/18 Pa7/20 Ba7/21

TAKORADI

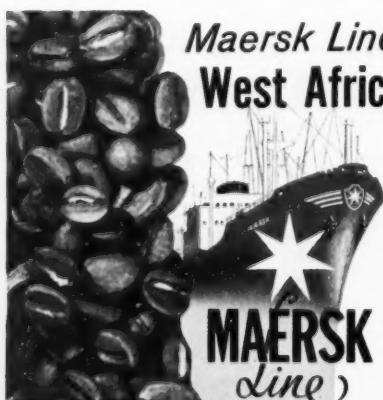
6/25	Fernfiord	Ba-WAfr	USA7/15
7/12	Fernspring	Ba-WAfr	USA7/31
7/23	Tatra	Ba-WAfr	USA8/15

TANGA

6/14	Afr Lightning	Farrell	Bo7/23 NY7/25
6/28	Afr Planet	Farrell	Bo8/6 NY8/8
7/25	Afr Crescent	Farrell	Bo9/2 NY9/4
8/9	Afr Star	Farrell	Bo9/17 NY9/19
8/23	Afr Rainbow	Farrell	Bo10/3 NY10/5

VICTORIA

6/12	Del Viento	Delta	NO6/27 Ho7/1
6/26	Haiti	Lloyd	NO7/9 Ho7/14
6/26	Del Campo	Delta	NO7/11 Ho7/15
7/3	Del Valle	Delta	NO7/18 Ho7/23
7/17	Del Sol	Delta	NO8/1 Ho8/5
7/26	Peru	Lloyd	NY8/12



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West African Agents

MATADI: Agetrof, S. C. A. R. L., 3 rue de Vivi, P.O. Box 36, Matadi, Belgian Congo.

DOUALA: Societe Navale Delmas Vieilleux, P.O. Box 263, Douala, Cameroons.

ABIDJAN: Societe Navale Delmas Vieilleux, 17, Avenue Louis Barthé, P.O. Box 1281, Abidjan, Ivory Coast.

MONROVIA: Liberia Trading Corp., P.O. Box 125, Monrovia, Liberia.

FREETOWN: Scandinavian Shipping Agencies Limited, 9 Gloucester St., P.O. Box 130, Freetown, Sierra Leone.

ship sailings

TEA BERTHS

BIERA

6/23	Afr Planet	Farrell	Bo8/6 NY8/8
7/21	Afr Crescent	Farrell	Bo9/2 NY9/4
8/4	Afr Star	Farrell	Bo9/17 NY9/19
8/18	Afr Rainbow	Farrell	Bo10/3 NY10/5

CALCUTTA

6/10	Steel Age	Isthmian	N07/18				
6/21	Exchequer	Am-Exp	B07/30	NY8/1	Pa8/4	Sa8/9	Chsn8/10
							Ba8/14

COCHIN

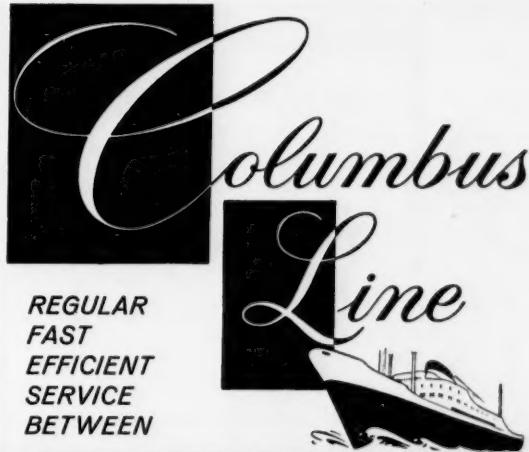
COLOMBO

HONG KONG

6/10 Moor Pioneer NY7/16 Ba7/20 Nf7/22 Pa7/24
6/14 Yamawaka Maru Yamashita Pa7/24 Ba7/25 Nf7/27



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 TWENTY-FIVE
 YEARS OF
 CONTINUOUS
 DEPENDABLE
 SERVICE TO
 THE COFFEE
 TRADE



HONG KONG

6/14	Golden Bear	Pac-Far	SF7/1 LA7/6
6/17	Mist	Pioneer	NY7/22 Ba7/26 NF7/28 Pa7/30 Bo8/2
6/18	Nevada Maru	K Line	SF7/12 NY7/26
6/18	Sally	Maersk	LA7/11 NY7/26
6/26	Jefferson	Am-Pres	LA7/15 NY7/28 Ba8/1 Bo8/5
6/30	Japan Bear	Pac-Far	SF7/16 LA7/21
7/2	Wilson	Am-Pres	SF7/20
7/3	Susan	Maersk	SF7/25 NY8/11
7/8	Kimikawa Maru	K Line	SF7/26 LA7/28 NY8/14
7/10	Hoover	Am-Pres	SF7/30
7/14	Yamakimi Maru	Yamashita	NY8/17 Pa8/23 Ba8/24 NF8/27
7/17	Keystone Mariner	JavPac	SF8/2 LAB/7
7/18	Maren	Maersk	LA8/11 NY8/27
8/3	Rita	Maersk	SF8/25 NY9/11
8/18	Effie	Maersk	LA9/11 NY9/26

KOBE

6/10	Garfield	Am-Pres	SF6/23 LA6/26 SD7/2
6/11	Jeppesen	Maersk	SF6/26 NY7/13
6/12	Cleveland	Am-Pres	SF6/26 LA7/1
6/20	Moor	Pioneer	NY7/16 Ba7/20 NF7/22 Pa7/24
6/22	Harrison	Am-Pres	SF7/7 LA7/10 SD7/16
6/22	Yamawaka Maru	Yamashita	NY8/17 Pa8/23 Ba8/24 NF8/27
6/26	Kobe	Maersk	LA7/11 NY7/26
6/27	Mist	Pioneer	NY7/22 Ba7/26 NF7/28 Pa7/30 Bo8/2
6/27	Nevada Maru	K Line	SF7/12 NY7/26
7/6	Wilson	Am-Pres	SF7/20
7/11	Susan	Maersk	SF7/25 NY8/11
7/12	Johnson	Am-Pres	SF7/27 LA7/30 SD8/5
7/15	Hoover	Am-Pres	SF7/30
7/16	Taylor	Am-Pres	SF7/29 LAB/1 SD8/7
7/22	Yamakimi Maru	Yamashita	NY8/17 Pa8/23 Ba8/24 NF8/27
7/26	Maren	Maersk	LA8/11 NY8/27
8/11	Rita	Maersk	SF8/25 NY9/11
8/26	Effie	Maersk	LA9/11 NY9/26

MOMBASA

6/13	Afr Lightning	Farrell	Bo7/23 NY7/25
6/27	Afr Planet	Farrell	Bo8/6 NY8/8
7/24	Afr Crescent	Farrell	Bo9/2 NY9/4
8/8	Afr Star	Farrell	Bo9/17 NY9/19
8/22	Afr Rainbow	Farrell	Bo10/3 NY10/5

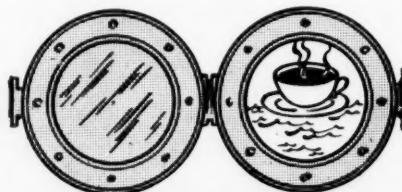
SHIMIZU

6/12	Garfield	Am-Pres	SF6/23 LA6/26 SD7/2
6/13	Jeppesen	Maersk	SF6/26 NY7/13
6/22	Moor	Pioneer	NY7/16 Ba7/20 NF7/22 Pa7/24
6/24	Yamawaka Maru	Yamashita	NY8/17 Pa8/23 Ba8/24 NF8/27
6/24	Harrison	Am-Pres	SF7/7 LA7/10 SD7/16
6/28	Sally	Maersk	LA7/11 NY7/26
6/29	Nevada Maru	K Line	SF7/12 NY7/26
6/29	Mist	Pioneer	NY7/22 Ba7/26 NF7/28 Pa7/30 Bo8/2
7/13	Susan	Maersk	SF7/25 NY8/11
7/14	Johnson	Am-Pres	SF7/27 LAB/4 SD8/5
7/18	Taylor	Am-Pres	SF7/29 LAB/1 SD8/7
7/28	Maren	Maersk	LA8/11 NY8/27
7/24	Yamakimi Maru	Yamashita	NY8/17 Pa8/23 Ba8/24 NF8/27
8/13	Rita	Maersk	SF8/25 NY9/11
8/28	Effie	Maersk	LA9/11 NY9/26

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 NAVEGACION DE ULTRAMAR**
 (DODERO LINES)
FROM BRAZIL TO U. S. ATLANTIC & GULF PORTS

GENERAL AGENTS:

Cosmopolitan Shipping Co. Inc., 42 Broadway, N. Y. 4, N. Y.



ship sailings

TANGA

6/14	Afr Lightning	Farrell	Bo7/23 NY7/25
6/28	Afr Planet	Farrell	Bo8/6 NY8/8
7/25	Afr Crescent	Farrell	Bo9/2 NY9/4
8/9	Afr Star	Farrell	Bo9/17 NY9/19
8/23	Afr Rainbow	Farrell	Bo10/3 NY10/5

YOKOHAMA

6/11	Mill	Pioneer	NY7/2 Ba7/7 NF7/9 Pa7/11 Bo7/14
6/14	Garfield	Am-Pres	SF6/23 LA6/26 SD7/2
6/14	Cleveland	Am-Pres	SF6/26 LA7/1
6/15	Jeppesen	Maersk	SF6/26 LA7/13
6/24	Moor	Pioneer	NY7/16 Ba7/20 NF7/22 Pa7/24
6/26	Harrison	Am-Pres	SF7/7 LA7/10 SD7/16
6/26	Yamawaka Maru	Yamashita	NY8/17 Pa8/23 Ba8/24 NF8/27
6/30	Sally	Maersk	LA7/11 NY7/26
7/3	Nevada Maru	K Line	SF7/12 NY7/26
7/8	Wilson	Am-Pres	SF7/20
7/15	Susan	Maersk	SF7/25 NY8/11
7/16	Johnson	Am-Pres	SF7/27 LA7/30 SD8/5
7/16	Hoover	Am-Pres	SF7/30
7/20	Taylor	Am-Pres	SF7/29 LA8/1 SD8/7
7/24	Yamakimi Maru	Yamashita	NY8/17 Pa8/23 Ba8/24 NF8/27
7/31	Maren	Maersk	LA8/11 NY8/27
8/15	Rita	Maersk	SF8/25 NY9/11
8/31	Effie	Maersk	LA9/11 NY9/26

Dominican freight rates rise

Notice has been received from the United States Atlantic and Gulf-Santo Domingo Conference of a general adjustment in rates effective with all vessels scheduled to sail from each individual loading port on and after July 3, 1960. Information with respect to the new rate structure may be obtained on application to the following member lines; Alcoa Steamship Co., Inc.; Bull Insular Line, Inc.; Flota Mercante Dominicana; Lykes Brothers Steamship Co.; Peninsular and Occidental Steamship Co.; and the Royal Netherlands Steamship Co.

Brazil's finance minister arrives for ICA meetings

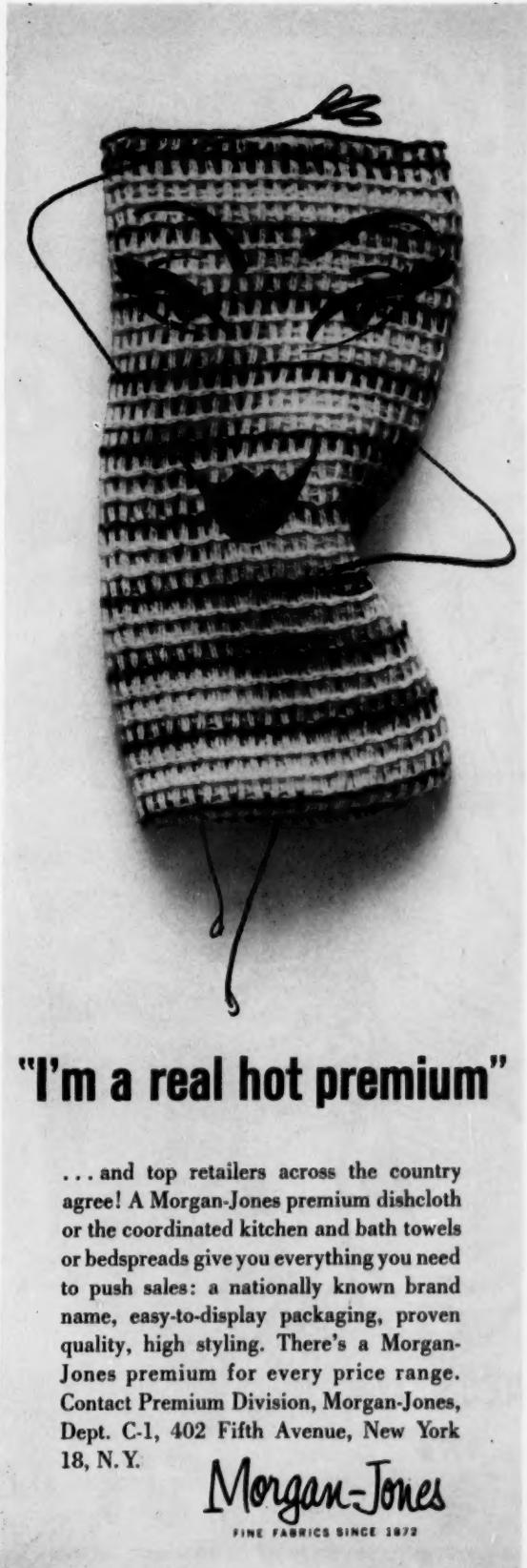
Dr. Sebastiao Paes de Almeida Brazilian Minister of Finance, arrived in New York in early June to attend the meetings of the International Coffee Agreement which will be held soon in Washington to consider an extension of the Agreement.

Dr. Paes de Almeida said that he has high hopes regarding the forthcoming negotiations and pointed out that his country has fulfilled all of its commitments resulting from the current Agreement.

The Brazilian minister said that he also intends to visit the international financial agencies of which Brazil is a member as well as to have meetings with private bankers in the United States.

Regarding the new capital city of Brazil, Dr. Paes de Almeida said that "Brasilia has been definitely established as the new capital of the nation, where all organs of the three powers of the republic are fully functioning."

Dr. Paes de Almeida will stay in this country about two weeks.



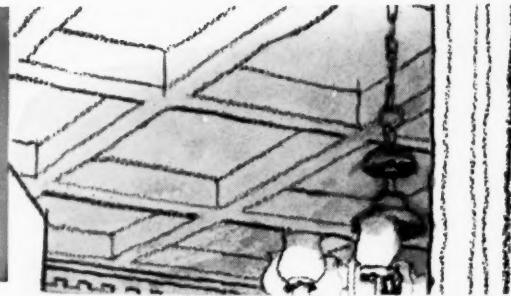
"I'm a real hot premium"

... and top retailers across the country agree! A Morgan-Jones premium dishcloth or the coordinated kitchen and bath towels or bedspreads give you everything you need to push sales: a nationally known brand name, easy-to-display packaging, proven quality, high styling. There's a Morgan-Jones premium for every price range. Contact Premium Division, Morgan-Jones, Dept. C-1, 402 Fifth Avenue, New York 18, N.Y.

Morgan-Jones

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taking the plan
for granted"**



"You know, Ed, it's so easy to take these things for granted. I knew we'd put in the Payroll Savings Plan a long time ago. So I just assumed we had a good, sizable number of our employees who were buying U.S. Savings Bonds regularly."

"Well, last week our chairman asked me for the exact figures. When I checked up I found we had less than a third of our people making regular use of the Plan. We needed to have someone explain—in person—the convenience and soundness of this fine thrift program.

"I contacted our State Savings Bonds Director right away. With his quick, friendly help we set up a thorough canvass of everybody on the staff. We found that many of our company family were just waiting to have someone tell them how simple it is to share in this sound, systematic thrift plan. Then the polite suggestion, 'And why not start now?' really did the work. Today we have a participation we're proud of, and we're taking steps to increase it still more, every payday."

Experience of leading companies shows that spreading Payroll Savings information through the organization, person-to-person, results in quick increases in participation. And that brings such welcome benefits as lower employee turnover, better safety records and the keen satisfaction of helping your people to contribute to our Nation's Peace Power.



ALL U.S. SAVINGS BONDS—OLD OR NEW—EARN $\frac{1}{2}\%$ MORE THAN BEFORE

COFFEE AND TEA INDUSTRIES



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Brazilian coffee deal stirs up a May storm

Trade circles were finding the recent sales policies of the Brazilian Coffee Institute (IBC) pinching where it hurt the most during the month of May. Triggering mounting concern was the announcement by the Brazilian agency that the sale of 1.5 million bags of coffee for \$50-million had been concluded recently with the General Foods Corporation, and the rumor that a six million bag bargain sale of coffee was in the offing. The IBC confirmed that it is considering offers from several foreign firms to buy coffee in special deals, but denied that the six million bag figure was being considered.

In Brazil, according to the newsletter published by Marcellino Martins Filho Exportadora S.A., the transaction was praised by some, and criticized by others. Generally speaking, "the balance of opinions found the deal as being favourable to the country because of the movement it brought at the end of the crop."

Notwithstanding the concern voiced in this country about the Brazilian "special sales," Merrill, Lynch, Pierce, Fenner & Smith, pointed out that it had had little overall effect on the exchange, here or abroad.

Typical of opposition being voiced to such bargain sales was that of African coffee producers at a Paris conference. Uganda, as one example, largest producer in the British Commonwealth, expressed concern over the fact that Brazil's action might severely reduce the price of 40,000 tons of that country's crop which was still for sale under the export quota. Other African producers voiced the threat to drop out of the International Coffee Agreement if such sales were not immediately curtailed.

And, underlining overall thoughts of its membership was the motion passed by the National Coffee Association at its May 18 meeting. The motion stated, in simple but unmistakable language, that, "the board of directors of the National Coffee Association is opposed to unilateral transactions which are not available to all segments of the coffee trade on an equal basis." To add emphasis a cable quoting the text of the motion, and signed by the association's president John F. McKiernan was sent to Renato Costa Lima president of the I.B.C.



Automatic vending machines are getting around these days. The photograph, above, shows the exhibit of Rudd-Melikian units at the recent International Trade Fair, Casablanca, Morocco. The firm's complete line was on display serving hot foods, tea and coffee, cold buffet and soup to visitors.

JUNE, 1960

CLEMENT M. HAKIM

Tea Importer

Always ready to serve you.

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Test Our Instant Coffee and See for Yourself!

The secret of the success of East Coast Private Brand Coffee is this: only full roasted sweet drinking coffees are used, in a full flavored and aromatic blend. It's rich, heavy bodied, fragrant. Extra long flavor life is assured by removing all fats and oils.



Send for your sample today and see why East Coast Coffees out-sell other private brands, even those selling at much higher prices. Quality counts.

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Cable Address: NATHORCOF, N.Y.



Eugene Laughery, president of CBI beams approval as he accepts plaque from National Restaurant Association's Raymond Matson.

National Restaurant Association honors Coffee Brewing Institute

For its "contribution to the food service industry and to the nation through achievements in marketing, scientific development and research" the Coffee Brewing Institute has been honored by the National Restaurant Association. E. G. Laughery, CBI president, accepted a plaque from NRA president Raymond Matson.

The award, first the Restaurant Association has ever given in recognition to an organization for its contributions, through research, to the food service field.

PACB schedules \$3-million plus promotional campaign

The Pan American Coffee Bureau has announced plans for a \$3,500,000 promotional campaign to be conducted in the United States over the next twelve months. The announcement was made by Miguel A. Cordera, Jr., delegate from Mexico and chairman at the Board's annual director's meeting. Cordera, in making the campaign known, also indicated that there was every hope that the amount to be used in the promotional effort would be augmented in the course of the coming year.

Chock Full seeks highway locations

Plans are in the offing for Chock Full O'Nuts to open a string of outlets along highways in the New York area and between New York and Philadelphia. Locations are now being sought for the diners, which are scheduled to begin operations next spring. Centrally located the diners will be opened only at locations which can be easily serviced from the company's Harrison, N.J. bakery, and its New York commissary depot. The new units will be designed to conform with the chain's trademark, a blue house with a slanted red roof. Each will contain about fifty counter stools and serve substantially the same menu as other city based company restaurants. Cost of the new outlets will run in the neighborhood of \$100,000 each.

COFFEE

SINCE
1914

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91 FRONT STREET, NEW YORK 5, N. Y.
REPRESENTING LEADING PRODUCERS AND EXPORTERS

F.E.M.A. elects McCormick president at 51st convention

Charles P. McCormick, Jr., assistant to the president and a director of McCormick & Co., Baltimore, has been elected president of the Flavoring Extract Manufacturers Association. McCormick, grand-nephew of the late W. M. McCormick, principal founder and first president of the F.E.M.A. succeeds E. N. Heinz, Jr., of Chicago in the post.

Other officers elected at the 51st annual convention held in Hershey, Pa., were, S. M. Kleinschmidt, General Dynamics Corp., 1st vice president; Dr. A. S. Wendt, Fred Fear and Co., 2nd vice president; Hunt P. Williamson, Warner Jenkinson Mfg. Co., S. Louis, 3rd vice president. Francis C. Oakley, of Baker Extract Co., Springfield, Mass., is the new secretary; Lloyd E. Smith, Virginia Dare Extract Co., Brooklyn, treasurer of the association.

Founded in 1909, the Flavoring Extract Manufacturers Association has grown from a small handful of importers to a group which now consists of more than 125 firms actively engaged in the extract business, and 50 associate firms representing principal suppliers.

• •

TRADE CALENDAR

June 26-29

Nat'l. Retail Tea & Coffee
Merchants Ass'n.
Drake Hotel
Chicago, Ill.

August 11-14

Alabama Wholesale Grocers Ass'n.
Battle House, Mobile

August 21-24

National Fancy Food & Confection Show
Hotel Astor,
New York, N. Y.

August 25-28

National-American Wholesale
Grocers Ass'n.
Banff Springs Hotel,
Banff Springs Hotel,

October 9-12

Tea Ass'n. of the U.S.A., Inc.
Diplomat Hotel
Hollywood, Fla.

January, 1961

National Coffee Association
Boca Raton Hotel
Boca Raton, Fla.



Importers — Distributors

The price you pay for your vanilla beans is
of no more importance than the TIMING of
your purchase.

. . . For thirty years we have been market
consultants to the buyers of

VANILLA BEANS
VANILLIN U.S.P.

ZINK & TRIEST COMPANY

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Coffee

**Agents for reliable Shippers in
Producing Countries**

Specializing in

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COLOMBIANS
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Electric cordless shaver—Perfect for campers, hunters, etc.
Rechargeable in wall outlet — ultra quiet.
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Tips cigarette back into ashtray.
Tremendous sales and good will potential.
Write for special premium prices on both
these fabulous items.
You'll be amazed at the low price deal
available on these top notch premiums.
MONROE HATTENBACH
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Oregon 9-3178

● PREMIUMS

THE CHOICE IS IMPORTANT

Today's women often grow up unrealistic about life. When they meet life the reality is far from their expectations. And most women go into marriage with an unrealistic view of what it's going to be like.

It would seem that premiums that help bring the dreams and the reality a little closer together could be enormously successful. Premiums that help her run her household more smoothly, give her the know-how for keeping up with the cleaning and cooking and laundry, offer more romance and glamour in her home life—such as beauty aids, travel products, gourmet cookbooks—could be just what she's looking for.

In terms of premiums, my guess would be that "status" added to certain premiums could be a powerful plus. Probably a woman will be much more likely to want a premium if it is an object prized either by her group . . . or the group she wants to be in. Then, if she gets that premium, she can be sure she is evidencing good taste—and she also takes on a certain standing in the eyes of others.

This is extremely important—for in the past the premiums have often been coupled in women's minds with cheapness or inferior quality. A premium itself carries the idea of a product lacking in standing. This feeling can be—is being—offset by the offering of higher price, high quality premiums, but there's much more op-

portunity in this direction than is being done now.

Last on our list, the woman of today also travels more, knows more about other peoples. She is the best-educated woman in the world. Paid vacations, the automobile and the like have given women a chance to go other places, see other things. Through magazines, television, newspapers she has had a chance to learn about the way other people live, what is going on in other parts of the world.

This means that we can—often should—offer sophisticated premiums, premiums which appeal to her new knowledge. To take another example from the Jewel Tea Co. They recently offered as a premium a set of encyclopedias. The first book was priced at 19¢ and in succeeding weeks new books were offered for 99¢ each. The complete set sold for \$20—a set which would cost women \$50. During this promotion—811,000 books were sold with a retail value of almost three-quarters of a million dollars!

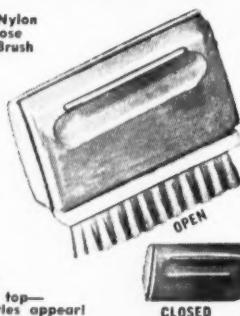
Before we leave the area of woman's new sophistication and broadening interests, a word of caution. This is only relative—a woman today has greater interests than women used to have. The basic reasons for being interested in things probably haven't changed. And home and family are still first. We can't assume all women will be extremely interested in all of areas.

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Pocket Brush

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less
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One Ounce

Just press top—
nylon bristles appear!



Hottest premium in years. A real nylon bristle brush is hidden in an ivory colored case that measures 2½" x 1¾" x ¾". For a quick whisking of collar, hat, bag or whatever just pinch the top; brush magically appears; turn over again, and brush disappears, ready to be stowed in pocket or purse. Available with imprint for advertising at 1¢ each extra. \$2.00 doz. Minimum 3 doz. lots, or \$18 per gross in 2 gross lots postpaid. Sample dozen \$3.00 postpaid. No C.O.D.'s.

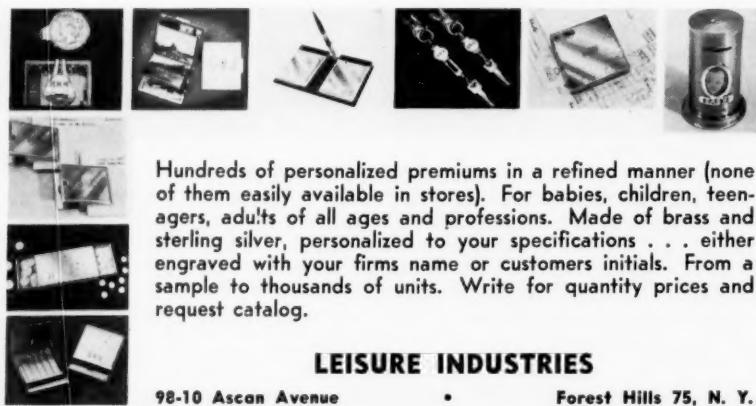
\$2.00
doz.
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\$18.00 per gross
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Sample doz.
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COFFEE & TEA INDUSTRIES and The Flavor Field



Peter Irwin, president of the Tea Association of the U.S.A., and Kathy Walls, examine the world's largest teapot on exhibit at the new Tea Center. Figures in background are part of window display in new building.

New York's Tea Center greets the public

New York City's long heralded Tea Center opened its doors to a distinguished audience on June 15. On hand at the opening, long awaited by the trade, were such notables as Mayor Wagner of New York, Ambassadors from various tea producing countries, and a direct descendent of one of the

original Boston Tea Party members.

The Center, a joint undertaking of the Tea Council of America, the governments of India, Ceylon, Indonesia, and the United States tea industry, is the first such building devoted to such purposes in this country, although several exist in European centers.

Full pictorial coverage of the event will appear in the July issue of Coffee and Tea Industries.

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The Best Value
Your Money
Can Buy**



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351 California Street

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802 Watt Hastings Street

* Direct or with transshipment

In his speech at ASTA's recent convention, New York's Indian Vice Consul S. Shahabuddin discussed . . .

"the increasing importance of spices"

"It has been indeed a unique honour and a great pleasure to have joined you all, at this 54th Annual Convention of the Association and to bring to you the most cordial fraternal greetings from one of your members across the high seas, the Indian Cashew & Pepper Export Promotion Council.

"I have another important assignment to perform, i.e., to explain my own presence on this rostrum in the place of our Consul General, Mr. M. Gopala Menon. I am conscious of the fact what a poor substitute I make for a man whom most of you have come to know personally as a friend and admire and regard highly as a very successful representative of India. Exigencies of public office often do not leave a choice and Mr. Menon must be at the United Nations at this moment.

"You, gentlemen, have a remarkable role to play in this great country which, by reason of its well-deserved affluence, now attracts fabulous and exotic merchandise from all over the world. The trade routes that in the olden days led to Rome, now span the Atlantic and bring a bit of the Orient to your shores. Not only that the American people can easily pay for these which they undoubtedly can; talking of spices, they appreciate their value and their quality, their contribution to make life more tasteful. The American people have displayed in this as in many other fields, a spirit of adventure and have practically achieved the reputation of food connoisseurs. The best of spices from all over find a ready and appreciative market here. I think I owe you a word of personal explanation and even apology. When I first arrived in New York, I as a spice-addict, was frankly apprehensive and even worried about the possibility of a regular supply of spices—I discovered very soon how wrong and uninformed I was. From the rather primitive shops of Brooklyn and lower Manhattan, selling oriental herbs and spices in an abundance and range, unknown even in the bazaar of my own native town, to the colorful tiers of nicely packaged spices on long shelves in a modern chrome-and-glass super market.

"How has this come about? Have we Easterners finally converted you to our way of eating? While that is yet to come, you are certainly more spice-conscious today than say before the Second World War. Apart from the War itself which found many Americans in distant East and the post-war surge in tourism, this ever increasing fondness for spices has been achieved in the West, through the excellent promotional activities undertaken and organized by ASTA. Gentlemen, I do not exaggerate when I say that you, members and executives of the



Changing of the guard at ASTA's Shawnee meet found new president of association Howard C. Wolf accepting traditional gavel from retiring president William L. MacMillan. The retiring president expressed, in his remarks, the honor he had felt in having served both as an officer and director of the Association.

Slate of Officers ASTA Elects New

On May 25, the closing day of the American Spice Trade Association's 54th annual meeting and convention at Shawnee-on-Delaware, Pa., the individuals named by the nominating committee as officers, directors, and members and alternates of the arbitration supervision, and arbitration appeals board were elected by unanimous action of the assembled membership.

Members of the board of directors who will direct the affairs of the Association during the 1960-61 year are as follows:

President, Howard C. Wolf, McCormick and Co., Inc.; Vice President, Frank G. Mabbs, Otto Gerda Co.; Treasurer, Frank Furtb, Louis Furtb, Inc. Directors: E. S. Carico, Chili Products Corp., Ltd.; Paul D. Hursl, Durkee Famous Foods; Albert Keogler, Albert Ehlers, Inc.; Karl H. Landes, Karl H. Landes Co.; Claus Pappenheimer, L. Mueller Co.; Aubrey P. Voaden, Wixon Spice Co.

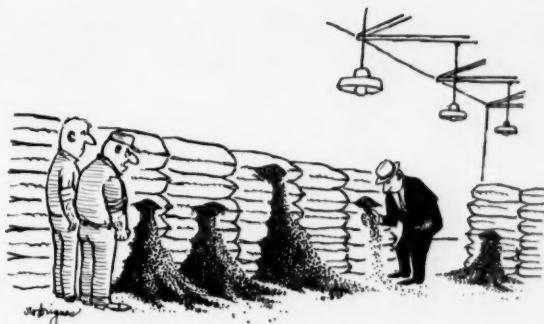
ASTA have successfully led a silent revolution here in one of the most essential areas of human activities—"eating".

"As you are aware, we in India are making deliberate efforts to maximise our exports. Apart from creating new markets for new commodities, we are doing the best we can to promote the export of our traditional commodities in our traditional market. From the days of Mr. Yale, who at one time was Governor of Madras and later founded the Yale University, you have been one of our best customers. We prefer to sell to you for the simple reason that to achieve the great goals of economic and industrial development, in a climate of freedom and democracy, and to raise the standard of living of our masses, we need your dollars—the foreign exchange to help us pay for the equipment and machineries we need to further these tasks.

India today is in the throes of a great economic revolution—a process that by its fulfilment cannot but strengthen the base of freedom and democracy everywhere—a task made still more difficult by our self-imposed restriction to pursue it through absolutely democratic and peaceful means in consonance with our basic beliefs which we share with you, on man and his place in the cosmos. Increased trade with U.S.A. is one of the biggest means of our earning this foreign exchange and spices, specially pepper have traditionally formed one of the most important trade link between India and U.S.A. We have set up a Cashew and Pepper Export Promotion Council, the result of a joint effort by private trade with the active cooperation and support of the Government. As you know, the Council is now a member of the ASTA. Very soon a new Spices Export Promotion Council shall take up the pepper part of the function of the present Council. Whatever we may do in India, the whole objective, however, for its fulfilment depends on your cooperation. While it shall be unrealistic of us to expect to regain our position back in the forties, we do sincerely hope your looking to us to supply the increasing demand of spices in this country so that your offtake from India increases in years to come.

New A.S.T.A. book details testing methods

The American Spice Trade Association has announced the publication of a new book of methods for evaluating



"I DON'T CARE IF HE IS A BIG BUYER!"

quality in natural spices. Titled, "Official Analytical Methods of the American Spice Trade Association," it contains 21 different procedures.

The 45-page book is expected to be of special value to large buyers of spices and their laboratories. Methods for testing, described in the book, were edited by P. R.

New Coffee and Tea Industries representative for West Coast

Warren Kludt has been named to represent Coffee and Tea Industries on the west coast. He replaces Mark Hall, long time representative for the publication on the Pacific Coast, who is retiring.

Kludt, coffee buyer for McCormick's Schilling division in San Francisco is well known in the trade in the area. His report on the recent convention in Las Vegas appears elsewhere in this issue. Persons wishing information on advertising, or with suitable news items they wish to appear in the publication, may contact him at 301 Second St., San Francisco 7, California.

Datta, a research associate for the American Spice Trade Association, at the Eastern Utilization Research and Development Division of the U.S. Department of Agriculture. Copies are available at the offices of the Association at 82 Wall St., New York 5, N. Y. Bound looseleaf, in a durable ring binder, the price is \$5.

Yours for the Asking

is a monthly "Reader Service" of Coffee & Tea Industries. The booklets listed elsewhere in this issue contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

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Regional Trade Notes

New York News

■ ■ The Nestle Co., Inc., has announced an agreement with Chemical Bank—New York Trust Company for the purpose of assisting vendor customers to purchase instant coffee vending machines made by Vendo, Apeco, Cole and Avenco. The bank will administer the installment purchase plan which provides for a ten percent down payment, and six percent interest per annum over a three year term.

■ ■ Hayes G. Shimp, importers and blenders have announced their move to new quarters. Formerly located at 230 Park Avenue, New York, the firm's new headquarters will be at 866 Willis Avenue, Albertson, Long Island, New York.

■ ■ George V. Robbins, director of green coffee operations for General Foods Corporation since 1947, has been awarded the honorary degree of Civil Engineer at the June commencement ceremonies at Rensselaer Polytechnic Institute.

■ ■ The Green Coffee Association of New York City, Inc., has announced that their annual golf tournament will be held this year, June 28, at the Westchester Country Club, Rye, New York.

■ ■ Columbus Lines have announced plans for future expansion of their world wide trade operations. In line with the announcement, President Rolf H. Kersten disclosed that orders have been placed for construction of six new liner-type motor vessels. Delivery of the new ships is expected by mid-1961.

■ ■ Aldine Paper Company has announced election of Thomas J. O'Rourke to the post of vice president. O'Rourke, a member of the firm since 1948, is a member of The Tea Association of the

U.S., the Tea and Coffee Association of Canada, Tea Trade Club of New England, New York Tea Trade Club, and the Western States Tea Association.

■ ■ Announcement has been made of the appointment of the Al Paul Lefton Co., Inc., to handle the advertising of White Rose Tea and all other Seeman Products, beginning July 1st.

■ ■ Columbus Lines new ship, the "Cap Delgado," arrived in New York on June 3. The vessel enters Columbus Line's service to the eastern coastal ports of South America, the United States, and Canada.

■ ■ A reduction in the pier loading charges for tea at the Port of New York has gone into effect. Current rates for loading are 13 cents per 100 pounds in lots of 25,000 pounds or more, and 16 cents per 100 pounds for less than 25,000 pounds. On June 15th an additional rate of 10 cents per 100 pounds based on lots of 10,000 pounds or more.

■ ■ As of May 31, the Green Coffee Association of New York City, had received for consideration as members of the association the following firms: John A. Vassilaros & Sons, Inc., Long Island City; Dock Warehouse & Bottling Center, Inc., (Associate) Brooklyn; and the Grace National Bank of New York, (Associate).

■ ■ The Gentry Div., of Consolidated Foods Corp., whose eastern regional offices had been located at 125 Broad St., has announced relocation to 21 West Street, New York 6.

■ ■ Moore-McCormack Lines has announced the resignation of Maillard S. Pennington, effective July 1. Pennington who joined the firm at the time of ac-

quisition of the Robin Line service will enter private business on the west coast.

■ ■ Robert C. Thomas has been named to the expanded service staff of the Coffee Brewing Institute. Thomas, brings 22 years of army experience as a food advisor to the Institute. He will cover the north central section of the United States in his new duties.

■ ■ Reamer, Turner and Co., has announced the withdrawal of Edward J. Burke from the partnership as of May 31. The business will be continued by J. Elliot Burt under the same name.

■ ■ *Financial Briefs.* An increase in Standard Brands Incorporated's quarterly dividend, and the highest first quarter sales and earnings in the company's history have been announced. Net income for the first quarter amounted to \$4,364,-368.

New Orleans Notes

■ ■ Sam Israel, Jr., of Leon Israel and Bros., Inc., was elected to the board of liquidation, city debt, at a meeting of the board recently. He was named to fill the vacancy created by the recent death of the board president. George G. Westfeldt, Sr., of Westfeldt Bros., was elected president of the board at the meeting. Mr. Israel's was the only nomination considered by the full board. Mr. Israel, 49, is a native of New Orleans, married, father of one son, and has two grandsons. He is a member of the board of the Times-Picayune Publishing Company, the Hibernia National Bank, International House and the Louisiana Delta Offshore Corporation. He is also a member of the budget committee of the United Fund. Mr. Westfeldt has served on the board of liquidation, city debt, since 1951.

■ ■ New Orleanians who attended the Southern Roasters' Association meeting May 12-13 at Point Clear, Alabama, are: Mr. and Mrs. A. J. Forstall and Mr. and Mrs. Tom Buckley of Buckley and For-

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stall; Mr. and Mrs. Laz Aron, Commercial Import Co.; Mr. and Mrs. Ed Ganuchau, and Mr. and Mrs. A. Levy, J. Aron and Co., Inc.; Mr. and Mrs. Bill Madary and Mr. and Mrs. Louis Castaing, Leon Israel and Bros., Inc.; Mr. and Mrs. Albert Barrientos, Brazil Sales Agency; Mr. and Mrs. Ralph Richards, Coffee Importing, Inc., and Albert Schaaf, Stewart, Carnal and Co., Ltd.

■ ■ Captain J. W. Clark, president of Mississippi Shipping Company, Harry X. Kelly, Chairman of the Board and L. W. Seemann, vice president have returned from a business trip.

■ ■ Tom Buckley of Buckley and Forstall has returned from a business trip through the Southeast.

■ ■ Mr. C. G. A. Drew, Director of the firm, Bowring and Drew, Ltd., London, was in New Orleans the last of April on a short business trip.

■ ■ The Green Coffee of New Orleans Bowling League and their sponsors held a dinner dance at the Camp Leroy Johnson Officer's Club to present the trophies and introduce the newly elected officers for the coming season, to begin in September, 1960. Tom Buckley of Buckley and Forstall was master of ceremonies assisted by Bill Morgan of the New Orleans Board of Trade, Ltd. Ten teams

were represented. The teams receiving trophies were: Aron No. 1, first; Dupuy Storage and Forwarding Corp., second; and Leon Israel and Bros., Inc., third. Each member of the Aron No. 1 team receiving an individual trophy included: Joe Daly, Captain; Jack Taylor; Clifford Spuler; A. T. LeBlanc; N. R. Velleman; Bob Muller and J. T. McNamara. High team three games and high team game trophies went to Buckley and Forstall team. High individual game went to Harold Lemonier and high individual three games went to Jerry Toca.

■ ■ Lykes Brothers Steamship Co., Inc., continuing its long-range replacement program, has issued invitations for shipyard bids for the construction of four ships. These four ships will bring to 13 the number of vessels contracted under the replacement program, according to Solon B. Turman, company president. He added the bids will be opened about June 2, and contracts should be let during the third period of this year. He said at the annual meeting of the company's stockholders that the first ship of the program was delivered March 31 and is presently on its maiden voyage. Mr. Turman said that during the first quarter of this year estimated results of operations indicated earnings of 41 cents per share. This compares with 39 cents per share in the same quarter last year. Operations since the end of 1959 have shown some improvements, which Mr. Turman attributed to the large movement of export cotton.

■ ■ The keel for the S.S. Del Oro, third ship to be placed under construction in Delta Line's vessel replacement program, was laid at Avondale Marine Ways Inc. Among those witnessing the ceremony were 50 employees of the Mississippi Shipping Company, Inc., operators of the Delta Lines. They were guests of Avondale at a luncheon prior to the keel laying. Others present included Capt. John W. Clark, president of the shipping company; George Westfeldt, Sr., Delta Line board chairman; James H. Bull, president of Avondale, and Captain Thomas A. King, Gulf director of the maritime administration, U. S. department of commerce. The Del Oro is one of three vessels being built by Avondale for Delta Line under a \$30 million contract. The freighters are the first to be ordered by Delta Line in a 14-ship replacement program expected to bring \$180 million in contracts to American yards. The three Delta Line C2-D-M1 freighters are 10,760-ton vessels with a service speed of 18 knots and are planned for the company's South American and West African trade routes. They have an overall length of 506 feet, beam of 70 feet and design draft of 28 feet. Delivery of the three ships is expected in 1961.

San Francisco Briefs

■ ■ The city played host to the 20th annual convention of the Institute of Food Technologists. In the gracious settings of the Masonic Temple, Mark Hopkins and Fairmont Hotels, as headquarters, the convention progressed under the able chairmanship of John H. Kilbuck of Wm. J. Stange Co.

Speakers included Dr. Ernest E. Lockhart, Coffee Brewing Institute, who reported on the "Standardization of Coffee Color Measurement." Reporting on the "Use of Gas Chromatography in Flavor Quality Control" was Dr. William H. Stahl, McCormick & Co., Baltimore. Also from McCormick & Co. Dr. Richard Hall gave an address on "Food Additives in the Flavor Field."

The technical program was carefully scheduled to cover the full spectrum of product, process and basic research. Exhibits of equipment, supplies and services were on display bringing up to the minute information on laboratory facilities and other essential tools of the profession. Contributing to the members education was the opportunity to visit outstanding northern California food laboratories and plants.

The membership includes 6,000 members from 32 regional sections, and 17 committees, engaged in studying problems of major technical or educational significance. The Institute occupies a

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■ ■ Away from their desks during the month of May on Central and South American junkets for their respective companies were Bill Hughes, Haas Bros and Steve Gluck, Otis McAllister.

■ ■ J. A. Folger, president of J. A. Folger & Co. has been elected a director to the board of the Insul-8 Corp., San Carlos, Calif.

■ ■ California Street welcomed Chuck Cecil, Commercial Commodities Corp., back after several weeks "in sick bay." Chuck is currently serving as president of the S. F. Coffee Club.

■ ■ John Walsh associated with the W. E. Waldschmidt Co., N.Y. for the past two years has returned to "Baghdad by the Bay." John will become assistant to Bill Fennerin in the S.F. office of Anderson Clayton.

■ ■ A golf "tune-up" for the P.C.C.A. Convention last April was the occasion for the S.F. Coffee Club to hold their first outing of the year at the swank Meadow Club in Marin County. A good time was had by all including our allied trade friends. Arrangements were ably handled by co-chairman, Peter Gavigan, Commercial Commodities and Dick Chapman, J.A. Folger Co. John Roddy of S.F. Pellas handled the golf arrangements. Golf honors went to Cedric Sheerer and Bill Lynch for low gross, Pete Larrique, low net, and guest honors to Bob Lielleyand of the Grace Lines.

■ ■ C. G. A. Drew, well known shipper of African Coffees was a visitor to the trade in May.

■ ■ General Steamship honored the S.F. coffee trade and wives "aboard ship" during the month. The occasion was the inaugural run of the steamer "Stranger" from Brazil to west coast ports.

■ ■ Fred De Bow of W. R. Grace & Co. considered it perfect timing when his wife presented him with a bouncy, rosy baby girl a week prior to the May convention.

■ ■ "Stop-offs" in San Francisco enroute to the P.C.C.A. convention in Las Vegas were Sonny Westfeldt, New Orleans; Eddie Wilson and Tony Bonilla, El Salvador and Henry Schmidt and Carl Lincoln, Nabob, Vancouver, B.C.

■ ■ The talk on the street prior to the convention was, "What flight have you got?" Thus San Francisco coffee men made preparations for one of the finest P.C.C.A. conventions ever, in Las Vegas. Eddie Johnson Jr. and Bill Seely reported at the time that attendance was as good as expected. Reservations on the P.C.C.A. chartered flight were booked solid.

■ ■ Last month's meeting of the W.S.T.A. held at the Commercial Club presented a color film entitled "Spring in Kashmir" shown through the courtesy of the Consulate General of India.

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Chicago Doings

■ ■ Stewart's Private Blend Coffee Co. of Chicago kicked off its new retail tea packages for making quart measures of brew at the 41st National Restaurant Association at Navy Pier in Chicago, May 9-12.

A 12 count case of the bags costs \$9.78. Stewart officials said the units are now moving into supermarket distribution in Chicago.

Seven major tea and coffee companies exhibited at the four day show in Chicago. They included Continental Coffee

Co., Chicago; General Foods Corp., White Plains, N.Y.; La Touraine Coffee Co., Chicago; Thomas J. Lipton, Inc., Hoboken, N.J.; Standard Brands, Inc., New York City, Superior Tea & Coffee Co., Chicago, and Stewarts.

■ ■ Superior showed its new 50 and 75 gallon coffee maker, which stands over six feet high. The metal unit features a siphon spray at the top to sprinkle boiling water into the coffee, which is in a raisable bag atop the brewer.

A stove below the brewer heats water

in the tank to the boiling point. An electric pump pushes the water through a pipe to the tank top. Water is recirculated. The brew is completed in 30 minutes, according to Superior officials.

Most coffee and tea companies attending the show served coffee at their hospitality booths.

Lipton Tea however, had a conventional booth where the firm's new premium program on institutional orders was plugged. Customers were given three classes of premiums for orders placed Apr. 18 through July 1.

General Foods Corp. used four miniature scale models of coffee roasters to demonstrate how its four coffees are roasted and blended.

The Coffee Brewing Institute, Inc., New York City, served free morning and afternoon coffee to restaurateurs attending the NRA general sessions. The institute was also offering free counseling service on restaurant coffee problems at a booth near the NRA general sessions area.

NRA saluted the Coffee Institute for its contributions in marketing, scientific development and research for the benefit of the food service industries by presenting the institute with a parchment plaque. The award was one of 29 given to outstanding companies in the food industry.

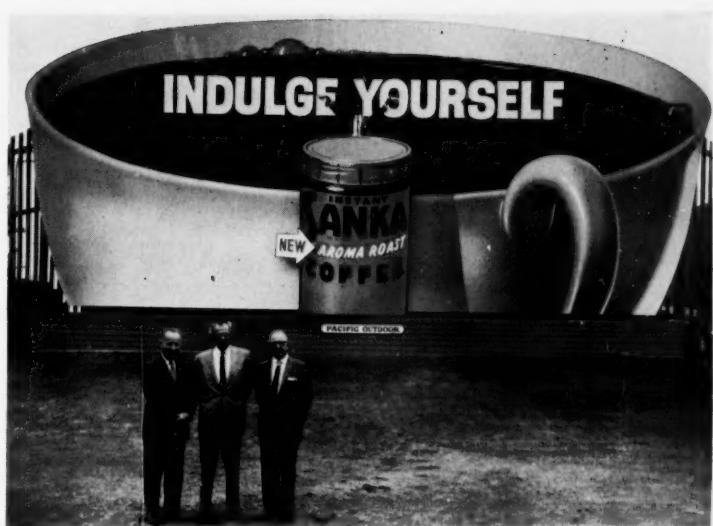
NRA was circulating handbills urging convention visitors to write their congressmen to vote against the upcoming Kennedy-Roosevelt \$1.25 wage bill for the restaurant industry. If the bill is passed, read the handbills, it would force some 600,000 restaurant employees to lose their jobs.

■ ■ Superior Tea & Coffee Co. has purchased the Robbins Coffee Co. in Indianapolis, Ind. for an undisclosed price. The acquisition was made through Superior's subsidiary, Dayton Spice Mills, Dayton, O.

The move extends Superior distribution to five states, Illinois, Indiana, Wisconsin, Ohio, and parts of Michigan.

John Sexten & Co. will change its familiar shield type labels to an ovate design and substitute white polka dots on a red field for its present red and white solid colors on the upper part of its emblems.

The shift-over is expected to be completed by early fall. The aim: greater impact and distinctiveness.



Texas isn't the only state in the Union which can lay claim to items which come in large packages. The photograph above shows what can probably lay claim to being the largest cup of coffee ever attempted. It's all part of the campaign being put on for the Sanka Coffee Division of General Foods Company in the Los Angeles area. Outside of size, another novelty is the free-form shape of the bulletins, which resemble a coffee-filled cup enlarged approximately 4,000 times.

■ ■

■ ■ Supermarket chains are giving their private label coffee brands more play than they did earlier this year.

National Tea Co. is using a variety of appeals, including a two pound can marked at \$1, plus 50 extra S&H green stamps. The deal was on the company's American Deluxe coffee.

A later National Tea offer was a one pound can of its Top Taste coffee at 49 cents.

Kroger used a similar approach, offering a two pound can of its private label coffee for \$1.

In a mix-and-match promotion National offered two pound cans of its Natico coffee or Hills Bros., each for \$1.29. In a further refinement, it offered pound cans of its Tops Taste and Thomas J. Webb coffee with a 10 cent price spread in favor of the National coffee. Top Taste in

the pound can was retailing at 49 cents, while the Webb product was selling at 59 cents.

Kroger did about the same, using coupons to offer a two pound can of its Kroger coffee for 97 cents and the same size Hills Bros. coffee at 99 cents.

■ ■ As the outdoor cooking season moves into full development, A&P used this theme to plug its eight o'clock coffee at 57 cents for a pound bag.

In national brand promotional activity, Standard Brands, Inc. was using sporadic placement of 10 cent newspaper coupons to plug its regular grind Chase & Sanborn coffee.

Folger Coffee Co. was using a 5 cents-off label on its pound size of regular grind coffee.

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